

# Press Release

## Vetropack presents solutions for reusable packaging and brand visibility at BrauBeviale 2026

**Bülach, 25 September 2026 – At this year's BrauBeviale in Nuremberg, Vetropack will showcase a broad range of packaging solutions that enable beverage manufacturers to combine sustainability, functionality and brand differentiation. The portfolio ranges from reusable lightweight glass bottles to a wide choice of colours, shapes and decorations that help brands stand out on the shelf – in line with the trade show's motto, "All Beverages. One Future."**

Visitors interested in reusable solutions can learn more about the thermally strengthened, lightweight [Rezon](#) standard bottle at the Vetropack booth. Weighing up to 30 percent less than conventional reusable bottles while offering high durability and a long product life span, the bottle has been well received by the market. "The bottle's lower weight saves materials, reduces transport costs and helps cut CO<sub>2</sub> emissions. Market experience to date shows that lightweight returnable bottles are increasingly in demand among both beverage manufacturers and consumers," said Ina Graggaber, Sales Director in the Vetropack Group.

Vetropack will also showcase how glass packaging can benefit from digital solutions. Together with Coca-Cola Europacific Partners Deutschland and start-up Myneral Labs, Vetropack has developed a solution that gives every reusable glass bottle an individual digital identity. The project was recognised with the [German Packaging Award 2026](#) in the "Digitalisation" category.

### Glass packaging as a tool for brand differentiation

In addition, Vetropack will showcase at BrauBeviale how glass packaging can help products stand out on supermarket shelves. For beverage manufacturers seeking greater visibility at the point of sale, Vetropack offers a wide range of standard and [custom colours](#) – from delicate mint green to striking shades of blue. The portfolio is complemented by flint glass with [additional UV protection](#) as well as custom, [non-round container shapes](#). Together, these features create packaging that combines functionality with distinctive design, enhances brand recognition and gives products a unique presence on the shelf.

"Glass packaging not only protects the product but also communicates a brand's identity. The right combination of shape, colour and finish makes glass packaging a powerful communication tool. It enables beverage manufacturers to position their products at the point of sale and emphasise their brand identity," said Ina Graggaber.

The Vetropack Group will present its portfolio from 10 to 12 November 2026 at BrauBeviale, Booth 339 in Hall 7A.

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|-------------------------------------------------------------------------------------|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   |  | <p><b>Image 1:</b><br/>Less weight, lower emissions, long-lasting performance: Vetropack's Rezon returnable bottle demonstrates how innovative glass packaging can support greater sustainability across the value chain.</p>                          |
|  |  | <p><b>Image 2:</b><br/>Award-winning innovation: The solution developed by Vetropack, Coca-Cola Europacific Partners Germany and Myneral Labs gives every reusable glass bottle its own unique digital identity.</p>                                   |
|  |  | <p><b>Image 3:</b><br/>The right combination of shape, colour and finish makes glass packaging a powerful communication tool. Grandala blue glass packaging from Vetropack helps your brand stand out while delivering a sense of refined quality.</p> |
|  |  | <p><b>Image 4:</b><br/>From subtle mint green to eye-catching shades of blue: Vetropack's broad range of colours and bespoke glass packaging solutions helps products gain greater visibility at the point of sale.</p>                                |



**Image 5:**

Pietra Limoncella is a fruity wheat beer from Corsica that was launched in 2025. The flint Limoncella bottles produced by Vetropack combine UV protection with high-quality aesthetics. Read the full success story [here](#).

### **About Vetropack Group**

The Vetropack Group numbers among Europe's leading manufacturers of glass packaging for the food and beverage industry, with 3,532 employees and net sales of CHF 778.9 million in 2025. Vetropack has state-of-the-art production plants as well as sales and distribution offices in Switzerland, Austria, the Czech Republic, Croatia, Slovakia, Ukraine, Italy, the Republic of Moldova and Romania.

Through our work, we enable people to enjoy food and beverages in the most elegant, safest and most responsible way. This is because glass is a sustainable packaging solution – and the perfect material to ensure that food is packaged safely. With our holistic Service plus+ approach, we help our customers to optimise their value chains and guarantee consumers' safety. To this end, we endeavour to build close and long-lasting relationships. Guided by our understanding of environmental responsibility and cost efficiency, we aim to minimise our carbon footprint throughout the supply chain, and we are committed to recycling as the key to optimising product life-cycles.

#### **For further information:**

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