

VETRO TIME

MARKET
Fine wines in
glass bottles

NEWS
Making blue glass

INTERVIEW
Tips for good leadership

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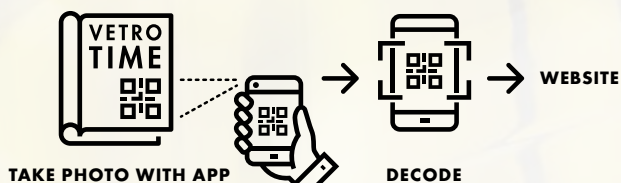
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Cover picture. A fine wine also merits its fine packaging. Glass bottles are the best form of protection for exquisite wines and give them a touch of decorative splendour. There is a huge variety of wines out there – from light and airy whites and subtle rosés through to full-bodied reds. As any wine aficionado knows, wines from glass bottles taste particularly good. Maybe you'll take a closer look the next time you have a wine bottle in your hand.



Dear readers,

Switzerland is celebrating and we're joining in! This summer, more specifically from 18 July to 11 August, the Fête des Vignerons (Wine Festival) is being held in Vevey, Western Switzerland. The special thing about the event is that it is only held once every 20 years. Vetropack is one of its sponsors. The official festival wine is being served in a traditional Vaudois bottle supplied by Vetropack. The wine bottles were produced in Saint-

Prex, right in the heart of the well-known and popular Swiss wine regions (see also pages 12 and 13 of this Vetrotime issue).



On the topic of wine, its diversity is overwhelming. This is not just the case for the vines, the type of soil, the grapes, the pressing and the storage etc., but also the different glass bottles for this exquisite drink. What colour would you like? How many litres would you like to bottle? You have the choice of everything from tiny 0.187-litre bottles through to double magnums (3 litres). A glass bottle is given its unique touch through special shapes or processing. If you read the articles on pages 6 and 7, you will be amazed at all the different ways of ensuring that bottles have a unique appearance. The situation is similar with our new designs (pages 14 to 17).

In terms of colour, Vetropack is now producing blue glass by colouring it in the furnace. On behalf of a customer, Vetropack's Slovakian plant in Nemšová has changed the colour of its flint glass furnace. So it is no wonder that pages 8 to 9 are blue as far as the eye can see.

The minor subjects of our "Eye-catcher" (pages 4 and 5) and "Fragments of culture" (page 23) articles are particularly interesting. Did you know that the *Tursiops truncatus* is also called the bottlenose dolphin? Or that empty glass bottles can be used to edge flower beds?

Dear readers, I hope you have an enjoyable read in this colourful spring period.

Kind regards,

A handwritten signature in blue ink, reading "J. Reiter".

Johann Reiter
CEO Vetropack Holding Ltd

EYE-CATCHER

FESTIVE

In honour of the scabbardfish

The black scabbardfish is considered a delicacy on the Portuguese island of Madeira and every summer, a festival is held in its honour in Câmara de Lobos. The town centre is beautifully spruced up and inventively decorated to mark the occasion. One section was dedicated to glass bottles that hung boldly over the heads of the visitors and illuminated the streets as lanterns in the evening.



SNACKS IN A JAR

Nestled away in a small alleyway in the East Croatian city of Osijek is the Špajz snack bar, where most food is served in glass preserving jars. You can also take your meal away with you in a jar. During her training, owner Martina Završki always ate outdoors at lunchtime. But she didn't just want to live on food from the bakery and so started to prepare meals and take them with her in preserving jars. And eventually, the opportunity came about to open this snack bar. Guests can return their used jars and for every ten they bring back, they'll be given a full one free. What's more, the snack bar only has wooden knives and forks and paper bags. "We also want to give our guests a better understanding of balanced nutrition and a healthy lifestyle", says Završki.





For one propeller – 199 bottles

In 1910, Peruvian Jorge Chavez Dartnell took off from Ried-Brig in Valais, Switzerland, for a flight over the Simplon mountains as part of a competition advertised by an Italian newspaper. It was the first time a pilot had ever flown over the Alps. However, during a stopover landing in the Italian city of Domodossola, the plane broke apart and Chavez was killed. In honour of the Peruvian pilot, Italian artist Enrica Borghi installed a sculpture made of glass bottles in Brig in 2012. The shape of the propeller is an exact reproduction of the plane's original. The transparency and fragility of the glass is intended to represent the uncertainty of flight and the lightness of dreams.

WILDLIFE

Bottle-shaped nose

The bottlenose dolphin got its English name because of the shape of its short snout. The marine mammals can have up to 80 teeth in their bottle-like noses. Scientists have been researching communication between dolphins for decades now. They send each other messages in a variety of ways. In addition to whistling tones, they also emit high-frequency clicking sounds, which they use as echolocation. This helps them know where they're going in the sea. The sound waves let the dolphins know when they're getting close to prey. Most of the sound is passed through the snout and into the inner ear.



DECORATIVE GARDEN

Bordering the edge of your garden with colourful glass bottles can be just as decorative as with stones, just as this example illustrates. Simply gather up the bottles and stick them into the ground wherever you want them. Depending on the liquid that was in the glass container before, it is worth rinsing it out or you may well have an army of unwanted ants in your flower bed.



WINE

From vine to bottle

Wines are as diverse as the countless different bottles for this noble drink. Whether customers want a standard model or an individually designed bottle, Vetropack supports and advises them from their initial idea through developing the glass packaging to agreeing on the label and stopper.

Many of us still remember the long, hot summer of 2018 in Europe. For some it was too warm and dry, but for others it was perfect. The latter group includes grapevines. The main message about the 2018 wine vintage is: it will be a very good one! The dry weather meant that fungi and pests were less widespread. The high temperatures also resulted in higher alcohol content and reduced acidity. Under the dazzling sun, the grapes matured to produce elegant white wines and full-bodied red wines characterised by their remarkably high quality.

High quality is also the top priority for Vetropack when it comes to providing the glass bottles, because only containers of impeccable quality can protect their precious contents as securely as a safe. The Vetropack Group has about 390 different glass containers in its standard range. The sizes vary from the little 0.187-litre miniature bottles to big 3-litre bottles. Most of the standard wine bottles come in the 0.75-litre size. In terms of colour, in recent years the trend has been towards cuvée and olive, with green and Vetro-green no longer the most popular colours. For lighter wines, primeur is in great demand. Colours play a very important

role in the presentation and packaging of food and drink in general, but, when it comes to glass packaging, colour is more than just an important selling point. It also protects the contents because if wine is exposed to strong light it can alter its original flavour.

Focus on individuality

More and more customers are requesting bespoke glass bottles for their wines. Easily recognisable glass packaging is important to make their wines stand out from the host of other drinks. Vetropack accommodates individual requests and works with customers to find the best possible packaging solution. The glass specialists have detailed knowledge, built up over many years, of what is really important in making a wine bottle. There is also a growing trend for regional bottles which help to distinguish one winegrowing region from its competitors or to establish a regional brand.

Finely finished wine bottles

At Vetropack, shape, colour and the final finish are always regarded as a whole. This integrated approach is what makes packaging unique and ideally suited to its contents.



For example, glass relief designs on the bottles give them an exclusive look, paper labels can create a very special look while transparent labels give a more modern impression and silk screen printing adds a distinctive finishing touch.

Vetropack also offers a variety of finishes for glass bottles – these include a cork finish, bail-top cork finish, screw cap mouth and Swiss-type thread finish to name just a few examples. The right bottle finish can be produced to suit the preferences of consumers and the market. In the 1980s, Vetropack worked closely with closure manufacturers and selected major customers to develop the BVS (Bague Vin Suisse, or Swiss-type) closure in Switzerland. But the Swiss-type thread finish posed two obstacles – technology and aesthetics. Great pioneering work was done in Switzerland, both in terms of technology and design. In addition the quality of the cork was getting poorer and was becoming less trusted. Thus, the initially mocked finish type soon set off on its journey to success and is now an indispensable part of the packaging scene, just like the other finishes.

Cultivation areas

Italy is one of the main wine producing countries in Europe. Vines are cultivated in all parts of the country and each region is distinguished by its speciality wines. In Switzerland, winegrowing areas are to be found across Valais,

in Western Switzerland and in some German-speaking cantons. The south of Switzerland is well known for its distinctive red wines. In Austria, favourable climatic conditions prevail mainly in the east, in the states of Lower Austria, Burgenland, Styria and Vienna. However, smaller quantities of wine are also produced in Carinthia, Upper Austria, Salzburg, Tirol and Vorarlberg. The most well-known winegrowing regions in Croatia are in Eastern and Central Croatia and the Adriatic region. The biggest and most important region for wine in the Czech Republic is in South Moravia, the region around the Czech Vetropack plant. In the sub-continental climate here, with warm or hot summers and quite cold winters, the vines flourish wonderfully well. Another winegrowing area extends across the region of Bohemia. Slovak wines also come from two parts of the country, namely the south and the west. Just as in most of the countries where Vetropack has its glass plants, in the Ukraine there is also a long tradition of growing vines. The most well-known areas include the south, Bessarabia, Transcarpathia and the Crimean peninsula.

Consumers have an almost unlimited choice of different wines. Some people like to stick with tried and tested favourites while others like to keep trying new wines. In general, it is obvious how much the consumers enjoy their wine, as is also the case with other food and drink products.



Shade of blue

About one kilogram of cobalt is needed for every tonne of glass melt. The blue colour, which is also known as cobalt blue, is extracted from this metal. In 1802, French chemist Louis Jacques Thénard developed an industrial manufacturing process to extract the blue pigment. In addition to lithium, cobalt is primarily used in the production of car batteries.

CUSTOMER PROJECT

Blue glass as far as the eye can see

Vetropack has been producing containers made from blue glass for some time now. For more than ten years, the Croatian plant in Hum na Sutli has been making a variety of blue bottles using the feeder process. However, for the first time in Vetropack's history, an entire furnace was recoloured in blue. This was at the Slovakian Vetropack plant in Nemšová. The project required meticulous planning and speedy solutions.

Whether it's beer, fruit juice, wine, champagne or mineral water, blue glass containers give all beverages that special touch. Until now, Vetropack has been manufacturing the blue glass bottles at its Croatian plant in Hum na Sutli. Vetropack Nemšová is now producing these for several customers as part of a new campaign.

What's different about this is that for this production, a flint glass furnace, which was previously used to produce jars and bottles using press-and-blow or blow-and-blow technology, was recoloured. What's more, the existing glass-blowing machines were converted to narrow neck press-and-blow processes for bottles last year as part of the complete overhaul of the furnace.

Furnace colouring

The colouring process is another new feature. Vetropack Straža produced the blue glass bottles with feeder colouring, which involves adding the colour in the forehearth into the feeder. Thanks to this technique, a different colour can be produced in one production line of the furnace. However, in the Slovakian Vetropack plant, the furnace colouring process is used. This traditional method involves mixing the blue into the lump of molten glass. Even though everything is now set up for the production of blue glass in Nemšová, Vetropack's Croatian plant will continue to be on hand to provide support.

Guaranteeing this production is one of the Vetropack Group's more complex projects. Due to the tight time frame,

it required meticulous overall planning from everyone involved, as the Slovakian glassworks was unable to make flint jars and bottles during the blue glass production. The project was coordinated by Robert Bestro, Sales Manager Jars and Bottles, Vetropack Nemšová. The Slovakian is well knowledgeable about the entire glass production process – from technology and packaging materials through to quality and logistics. “I wasn’t the project manager. The fact that I was, so to speak, the hub was above all a logical and pragmatic decision”, says Bestro. He understands the challenges that such an important project can bring and takes a holistic



approach in his thinking. For example, if problems arose, they had to be resolved quickly as the first blue campaign was scheduled to last exactly 75 days.

“We take on responsibility”

From the very beginning, the employees were aware that this major challenge presents just as much of a major opportunity for them to take on a leadership role within the Group. All the departments at Vetropack’s Slovakian plant were involved in this project in addition to their day-to-day work. “It was a fruitful cooperation between all employees, who were enthusiastic and excited to get involved. Everybody contributed to how things could be made better, easier and more efficient. Truly in the spirit of We take on responsibility”, says Bestro.

Outstanding quality

As for the quality of the glass containers, Vetropack worked closely with the quality managers from all customers. Discussions took place every day and everyone knew exactly what each individual step entailed. The first tests were already showing great results – the bottles were of premium quality! And this wave of success carried on in the same vein right until the end of the first blue campaign.



GOOD LEADERSHIP

"People only really flourish when they are able to develop their interests and abilities to the full"

In December 2018, the internationally successful entrepreneur and public speaker Dr Manfred Winterheller spoke at an internal Vetropack conference about what makes good leadership. In this interview with Vetrotime, he offers some advice for current and future managers.



You spoke in your talk at the internal Vetropack leadership conference about the balance between criticism and praise which a good leader needs to be able to strike. What makes good leadership?

Good leadership encourages people to discover their inner potential and fulfil it. It has a lot to do with trust. Good leaders trust their teams. They select people carefully and then they let them work. That enables employees to grow and take on new tasks, reducing the burden on their boss. It becomes a win-win situation from which both sides benefit. The managers keep gaining more time to devote themselves to strategy and looking after their team, and the employees recognise their own strengths, and gain in self-confidence and equanimity.

Can you tell us your most important tips for good leadership?

Only one thing is really important: take the time every day to listen to people, praise them, and create an atmosphere of transparency and trust.

Has leadership changed over the years? Do people lead in the same way as, for example, 15 years ago?

Good leadership has not changed. But nowadays the consequences of average or even bad leadership are

seen much faster and are more severe. That is why the just average bosses need to take positive, targeted action to improve.

What is the biggest mistake one can make?

Not to trust anyone else and to prefer to do everything yourself so you can be sure it is done well.

Is leadership a one-sided process or does the team also have a vital role to play?

That's a very important question. Every boss is dependent on the quality of their team. So, the first question to ask is: who will fit into the team? That's something that we all understand perfectly well when we talk about football. But the same doesn't seem to apply to our own daily work, and that's a mistake. People only really flourish when they are able to play to their strengths, i.e. do the things that appeal to their interests and abilities.

How do you prepare before speaking in public?

We have some preparatory briefings at which I find out about the challenges currently facing the customer. That provides my basic theme, but it's only when I meet the audience that I flesh it out with specific details. After so many years of experience of talking to hundreds of thousands of people



from all over the world, I no longer need to prepare in any great detail. Practice makes perfect.

You have developed your own method, the Winterheller method. Can you briefly describe it for us?

For millennia, extraordinary achievements and events seemed to be the privilege of particularly gifted people. However, in recent decades, it has become more and more apparent that outstanding achievements are by no means the result of special skills. On the contrary, anyone can achieve them, if they approach their tasks with a particular mindset. The purpose of the Winterheller method is to train audiences to develop that mindset. The value of your intrinsic attitude cannot be overstated.

You assume that this will not be appreciated in the world of business. So how exactly can this mindset be activated? And why is it often overlooked?

Our entire culture is very outwardly focused. We think in short-term projects, everything has to happen quickly and make a profit instantly. In fact, though, far-reaching decisions, combined with stamina and perseverance, are the main drivers for success. It's just as true in people's private lives as it is in business. It is the many micro-injuries which cause a bone to break, the small wounds which, over time, destroy the whole structure. The same applies to our personal relationships, which can also be destroyed by small, daily acts of unkindness, or alternatively made stronger by taking positive action every day. In business, it's the many small, thoughtless deeds which weaken people's loyalty and discourage them. Lack of respect and consideration destroy more well-justified hopes than the apparently far more significant competitive struggles. So, it's all about changing people's inner attitudes. Attitudes are infectious, and a small group of people can have a big impact, in both a positive and a negative way.

What do you say to the critics who are sceptical about your method?

There are many approaches and opinions on every subject of our time. Countless people have become very successful thanks to using my method. But there are also plenty of people who see things differently and who are also successful. We have to decide on something, that's the main thing. We have to believe in something and then be very decisive in achieving it. The least successful people are those who lurch from one method to another, following every fashionable trend and really never seeing anything through consistently.

You travel a great deal, sharing your tips, ideas and new points of view in your talks. Where and how do you find your own inner mindset, and the peace and inspiration for future presentations?

I learn a lot from the impressive people that I get to meet through my work. Some of them are famous celebrities, and some are entirely unknown, but they are still achieving remarkable things. I regard it as a blessing that I have the opportunity to learn new things like this and develop as a person. And I help people to discover their potential and develop it. That's just like the job of a manager, and it never fails to give me tremendous pleasure.

Dr. Manfred Winterheller

Lecturer, entrepreneur, life coach and author

Education: Studied Business Studies in Graz, Austria

Career to date: Accountant and tax consultant, founder of the company "Winterheller Software", sought-after speaker on management and leadership using the Winterheller method, visiting professor at the Danube University Krems, Austria

FÊTE DES VIGNERONS

A tribute to viticulture

In summer 2019, the town of Vevey in French-speaking Switzerland is playing host to a truly special event on a major scale – the Fête des Vignerons. Vetropack is a partner and sponsor of this celebration of winegrowers, which is only held once every 20 years. The official wine bottle is being made in Vetropack's Swiss plant in St-Prex.

The Fête des Vignerons deserves to be described as unique because it only comes around once in a generation. Vetropack is a sponsor of the festival, whose 2019 incarnation will be its biggest yet. The company has never undertaken sponsorship on the scale of this year's event, which is all about the culture of wine growing. The official wine bottle is a classic Vaudoise-style bottle and is being made by Vetropack Switzerland in St-Prex, not far from the Fête's venue in Vevey. Vetropack is also sponsoring the wine and mineral water glasses for the festival.

The Fête des Vignerons was added to the UNESCO list of intangible cultural heritages in 2016 and this year takes place between 18 July and 11 August 2019. Handed down from generation to generation since the 18th century, the event combines time-honoured traditions with contemporary issues and is deeply rooted in the region around the Lavaux vineyards. These terraced vineyards have been a UNESCO World Heritage Site since 2007.

The focal point of the celebrations is the arena's main stage, which covers over 1,000 square metres and has seating for 20,000 spectators. It will also host the official show, which depicts a year in the life of a vineyard, presenting the work done there, social get-togethers and more general topics such as the seasons.



Fête des 20 Vignerons 19

Du 18 juillet
au 11 août 2019

Vevey
Suisse



fetedesvignerons.ch

**ELEGANT**

A blend of traditional and modern

They have been making wine at the Augustinian monastery in the town of Šardice in South Moravia since the middle of the 18th century. The Czech Vetropack plant in Kyjov makes the 0.75-litre glass bottles for the "Augustiniánský Sklep" wine.

"Augustiniánský Sklep" wine is shown off beautifully in this flint glass bottle. The clean lines of the redesigned 0.75-litre glass bottle are simple and eye-catching. Equally eye-catching is the embossed design above the elegant label. It is inspired by the building where the Augustinian wine is made and echoes the flowing script of the name Augustiniánský Sklep.

The NEOKLAS Šardice a.s. wine business was founded in 1995. The centuries-old tradition of growing and making wine in the region of Moravia has been practised since then. Wine was first made at the Augustinian monastery in Šardice in the middle of the 18th century. The winery is constantly modernising its production methods while remaining true to the traditional ways of cultivating the vines.

ASSORTMENT OF FLAVOURS

Traditional schnapps

Vetropack Austria is making a new 0.7-litre flint glass bottle at its Pöchlarn plant for the Upper Austrian spirits producer emil-Spirituosen. This new bottle will showcase the company's array of different kinds of schnapps superbly.

The glass experts at Vetropack's Austrian plant in Pöchlarn worked closely with distiller Emil Stegmüller to design the new 0.7-litre screw-cap spirits bottle. The "emil" logo, which appears engraved in lower case four times around the bottom of the bottle, immediately draws your attention. Starting from the bottle's shoulder, mountain peaks tower right up to the neck and add an extra tactile touch to the mountains printed on the label.

emil-Spirituosen's 0.7-litre bottle is available filled with countless flavours and can only be found on the shelves in the retail sector. The family business has been distilling spirits in the traditional way and adding modern touches to the end product for 150 years now.



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ASTONISHING

Simple beauty

The Italian Vetropack plant produces the 0.75-litre bottles in cuvée for the fruity red wine Stupore Bolgheri DOC. The simple, elegant design of the glass packaging skilfully echoes the fantasy world depicted on the label.

After spending about ten months in oak barrels, the Italian red wine Stupore Bolgheri DOC is well matured and ready for bottling in 0.75-litre glass bottles from Vetropack Italia. The cuvée-coloured bottle is undecorated and elegant. The bottom of the bottle is decorated with the words CAMPO ALLE COMETE. The name suggests a magical fantasy world, far away from the hurly-burly of everyday life.

The pictogram engraved on the bottle is a stylised impression of a dandelion, designed by the Italian illustrator Nicoletta Ceccoli. The dandelion also features on a blue background on the shining silver foil, creating an image of refinement and luxury that reflects the winemaking style of the Feudi San Gregorio winery.

HERBAL LIQUEUR

Czech roots

The Czech herbal liqueur Becherovka Original is known and loved far beyond the Czech Republic. Vetropack Nemšová makes the new, modern glass bottles in their characteristic shade of green.

The design of the glass bottles for the popular Becherovka Original is unmistakable. The green glass bottle was developed in partnership with designers from the prestigious Coley Porter Bell design agency in London, England, by the glass specialists from the Slovakian Vetropack plant in Nemšová. The new design is more modern and contemporary, with the aim of increasing the herbal liqueur's appeal to younger people. The spirit is made using about 20 different herbs and spices. It comes with a pilfer-proof closure and is also available in 0.35-litre bottles.

Becherovka was established in 1807 by the famous Becher family in Karlovy Vary, Czech Republic. Initials of Jan Becher are even engraved on the characteristic flat green glass bottle and his signature is on the label. The bittersweet Becherovka Original can be served as an aperitif or digestif or in a refreshing cocktail.



PRIZE-WINNING

Choicest grapes

The dry sparkling wine DUBL ESSE is made of the choicest Greco grapes from the south of Italy. The Italian Vetropack plant makes the glass bottles in the colour Cuvée.

The simple design of the 0.75-litre glass bottle for the Italian sparkling wine DUBL ESSE makes it stand out. Vetropack Italia produces it at the plant in Trezzano sul Naviglio. The three green bands of different widths around the bottle are also very simple. They are a reference to the papal tiara, the crown that the Pope always wears on ceremonial occasions. The Italian designer Fabio Novembre designed the DUBL ESSE range. "Icons of the saints embellished my childhood and filled my head", says Novembre, who won a gold medal for this bottle in the international packaging competition at the Vinitaly trade fair.



SWEET

Honey from Croatia

The two clear wide-mouth jars that Vetropack Straža makes are reserved only for honey from Croatia. Each jar must be officially registered and bear the label of the Croatian Beekeepers' Federation.

Vetropack Straža produces the wide-mouth jars in two sizes for the Croatian Beekeepers' Federation: 720 millilitres and 580 millilitres. Two more (smaller) sizes are being developed. The design has been kept simple, with a small, engraved honeycomb motif on the front.

The flint glass jars can only be filled with honey that meets the quality standards of the Croatian Honey Regulations. Among other things, it must come from Croatia itself and bear the producer's own label. In 2018, 7 December was declared Honey Day in schools. That is the saint's day of St Ambrose, the patron saint of beekeepers, and it is also International Honey Day. All the children who had just started school in Croatia were given a jar of honey.



STRONG

Gin with honey

Vetropack Straža produces the white 0.7-litre bottles for the GiniBee gin made by MR SPIRITS d.o.o. in Slovenia. The extravagant design really makes the spirit stand out from the rest.

Not only is the recipe for GiniBee gin full of mystery, but also the design of the flint glass bottles. A thin blue coating gives the 0.7-litre glass bottle a very distinctive appearance and a luxury feel, without losing the properties that make glass unique. An additional feature is the special UV print that protects the gin from UV light. The middle of the waisted bottle is decorated with an overprinted company logo in relief.

This particular spirit, distilled from juniper berries, has an especially sweet extra ingredient. Twenty per cent of the berries are soaked in Slovenian honey before being added to the gin. The company was founded by Rado Mulej, who is a well-known actor and television presenter in Slovenia.



At your request, we can develop and produce the perfect customised glass packaging for you: coloured and finished – the choice is yours.

FOR CHILDREN

Making learning about recycling fun

The aim of this Slovakian programme for primary schools is to teach children more about glass packaging and recycling through play. It was initiated by the yoghurt manufacturer Malý Gazda in partnership with Vetropack Nemšová and the marketing agency dobrýBRAND.



There are not many school programmes in Slovakia which teach children about the environment and what to do to protect it. This is where the school project introduced by Malý Gazda comes in. The Slovakian company is well known for its popular dairy products which come in wide-mouth jars. When the company told the managers at Vetropack Nemšová about the programme, they were immediately very enthusiastic about the idea.

The Slovakian Vetropack plant supplied 500 yoghurt jars to the pupils in the participating Lesníčka primary school in Prešov in eastern Slovakia. Together with the marketing agency dobrýBRAND, they set up a competition to teach the children about glass recycling through play. The pupils used the empty yoghurt jars to make creative works of art such as a little table with glass legs, or glass figures. The

500 children and their teachers entered over 50 unique contributions for the competition. The jury did not find it easy to choose the two winning classes.

The enthusiasm of the children showed that glass recycling and glass in general are very creative topics that it is easy to get children excited about. They will take that knowledge with them through life and hopefully pass it on to the next generation.



CUSTOMER DAY

Dedicated to the environment

Last November, Vetropack Nemšová organised its annual event with major customers in the heart of Bratislava, Slovakia's capital city. The day-long get-together featured cultural experiences and fruitful encounters, all in a harmonious atmosphere.



Ten major clients from various product groups on the Slovakian market accepted the invitation to the Customer

Day sent by Vetropack's plant in the country. Glass brings not only business partners together but also people dealing with environmental issues as well as the impact on the environment. These topics also served as a key part of the Customer Day, just like the successful "Endless Ocean" campaign launched by Friends of Glass, which is committed to protecting the oceans.

As a souvenir of the event, guests could have their photo taken in the photo booth before they were all invited to the New Stage Theatre to watch *Rasputin*, a Slovakian musical. After being immersed in a colourful world of music, dance and singing, the customers were given a small Christmas present in a jar.



WORLDSTAR NOMINATION

Small bottles in the spotlight

The 0.4-litre VODA UA mineral water bottle was nominated for the “WorldStar” award and received a certificate of merit. The World Packaging Organisation gives out this renowned packaging industry prize every year.

Packaging that has won a renowned national award during the previous or current year can be short-listed for the “WorldStar” award. Vetropack Gostomel took advantage of this opportunity and put the VODA UA mineral water bottle in the running. Although it was unable to snatch the top spot on the podium, the nomination led to a certificate of merit.

The glass bottle is characterised by its exclusive floral design and is decorated with engraved poppies, highlighting the naturalness of the mineral water. The poppy is also Ukraine’s national flower.



PLATFORM

Love of glass

The "Glass our Friend" platform was founded in Croatia more than ten years ago with the aim of making students in small towns and villages aware of recycling and its impact on the environment. Vetropack Straža has been supporting the platform since the outset as Croatia's only glassworks.



Within the framework of the Croatian "Glass our Friend" platform, a variety of workshops are run for students, one of which involves a glass-blowing demonstration. This never fails to amaze the children – you only need to look at their beaming faces to know it. They really absorb the information about the benefits of glass and how important it is to recycle it. This is apparent in the quiz following the demonstration as the children know the answers down to the last detail. "When I grow up, I want to be a glassblower," says one of the children. The young glass experts also learn the correct way to separate waste in the relevant workshop.

The "History of Recycling" and "Great Glass Adventure" plays are always sure to be a hit and the children can let their imagination run wild. Countless productions were put on over the last years, and there was no shortage of enthusiasm and joyful anticipation in those either!

Croatia's recycling rate is low. That is why Vetropack's Croatian plant has also been involved in campaigning for

this since "Glass our Friend" was set up. The reaction from children and teachers has always been very positive and encouraging. The childrens' keen interest in glass packaging and recycling indicates that this generation will hopefully take better care of the environment.



LITTLE THINGS

Helping to shape our environment

Vetropack Moravia Glass is sponsoring the Czech project "Little things around us". Thanks to its financial support, the best ideas for improving or shaping the environment can be implemented.



From a total of 23 proposals from organisations and individuals that were submitted as part of the "Little things around us" project, employees at the Czech Vetropack plant selected ten projects for the final round. Then a small jury, also consisting of employees from the glass plant, decided on the six winners. They each won 10,000 Czech koruna (about 400 euros).

The winning projects included the following: manufacturing a glass beehive for amateur beekeepers, providing new costumes for the children in a folklore ensemble, seating at the sacred site of Věgrův kříž near the glass plant, a new storage cupboard for a children's club, a training ground for budding bikers and a feeding station for birds at a suitable observation point.

Without the financial support it would not have been possible to implement many of the ideas, or only on a much smaller scale. Often it is the seemingly little things that make a big difference. All the projects show that people value their environment and enjoy helping to make it even more pleasant to live in.



FRAGMENTS OF CULTURE



© The Corning Museum of Glass

CENTRE OF GLASS INNOVATIONS

The Corning Museum of Glass is at the heart of the American city of Corning in the state of New York. The city is also known as the American centre for glass innovation as the glass industry is its strongest economic factor. In addition to the museum, it is also home to speciality glass manufacturer Corning Inc. and numerous glass blowers. More than 50,000 glass objects are on display in the museum and the collection consists of ancient Egyptian, Greek, Roman, Asian, European and American works of art. But the spectrum of artistic movements that began in the late 19th century and continue on today is also exhibited. The Corning Museum of Glass is also known for its live shows about glass production, which are real crowd-pullers, as well as housing the world's largest glass pumpkin, weighing in at around 30 kilograms.

Baroque art reinterpreted

In reverse glass painting, also known as naive art, the picture is painted in reverse on the back of a pane of glass. The outlines are usually sketched first and then painted, with the background being filled in at the very end.

Reverse glass painting is part of Croatia's protected cultural heritage. The centre of Croatian naive art is located in Hlebine, in the north of the country. It is also home to the school of naive art. This art movement originated in around 1930 when a painter with no academic background tried to teach a group of farmers about painting. The farmers were so enthusiastic that they let the old baroque painting method of reverse glass painting blossom once again. There are many museums and galleries all over the world dedicated to naive art.



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