

VETRO TIME

MARKET
Rosé wines

SURVEY
Customers
on Vetropack

ART
A new lease of life for glass bottles

03 MARKET	Summer in a glass
06 CUSTOMERS	Laying all our cards on the table
09 AWARDS	Award-winning packaging
12 NEW DESIGNS	For thirst and enjoyment
18 TECHNOLOGY	Transferring data quickly and automatically
22 ART	Finnish upcycling



Dear readers,

White wine is what we drink before the red wine is served. Unless we are eating fish, then we stick with white wine. But truthfully, these rules have not applied for a long time now. Anything is possible and we simply drink whatever tastes good. Light, refreshing drinks are preferred on summer days and gloriously warm summer evenings. Cool mineral water, sparkling beer and rosé wines in particular are some of the most popular drinks which accompany social gatherings in the garden or on the balcony. I like holding the chilled glass bottle in my hands. It is almost a ritual, which begins with opening the bottle, slowly and carefully if it is a wine bottle and somewhat faster if it is a beer bottle, but always in anticipation of the resounding pop that sounds when corks or crown corks are removed. Besides, rosé wine has now become one of the most popular summer drinks. Sales statistics show that now every tenth bottle of wine we drink contains rosé. Many of these are packaged in Vetropack bottles. You can find a selection of these in the following pages of this issue of Vetrotime.

We carried out a customer survey in several locations this year. What our customers think about us and what they think we do well and not so well is very important to us. Our customers' opinion serves as a guide for improvement measures. I was particularly thrilled in this respect that our new website is proving popular and that the online catalogue is being actively used.

I would like to take the opportunity in this editorial to make you aware of a trade fair where Vetropack will be an exhibitor in September: the SIMEI@drinktec in Munich which takes place from 11 to 15 September and is one of the leading trade fairs for wine technology. Vetropack will form part of the long-standing drinktec trade fair for the first time which is being held in Germany this time, instead of Italy as before. Our employees will be delighted to welcome you to our stand no. 437 in Hall C2. And perhaps there will also be an opportunity to toast the end of summer as it draws to a close with a glass of rosé, white or red wine.

Best regards,


Claude R. Cornaz



ROSÉ WINES

Summer in a glass

Flint glass bottles perfectly accentuate the bright red shades of rosé in all their different hues. At the same time, glass protects these delicate summer wines and gives them an impressive appearance – whether it's an aperitif or a refreshing accompaniment to a meal.

Summer temperatures are rising and so is the desire for rosé wines, whose popularity continues to increase throughout Europe. In every country where Vetropack is based, the pink-coloured wine delicacy comes to be a fruity taste sensation. Almost every tenth bottle of wine drunk around the world is a rosé. Around 80 per cent of rosé wines come from France, Spain, the USA and Italy. Only twenty years ago, that was hardly imaginable and only very few wine-makers had rosé in their wine ranges. It was considered –

according to the preconception – a wine without character to be consumed incidentally.

Fruity, fresh and full of colour

The summer wines, which reflect bright red in all its nuanced shades, generally come in flint glass bottles. The flint glass is perfect for their salmon pink, apricot, copper or pink colours. There is great variety in the shapes of the bottle. There is no such thing as a typical rosé bottle. Bordeaux, Rhine

wine or burgundy shapes with screw caps are popular. Bubbly rosé wines also really shine in fine sparkling wine bottles with cork closures.

Would you like a customer model designed especially for you? Then you've come to the right place with Vetropack. Our glass specialists accompany customers from the

product idea and its development through to the finished wine bottle. The first decisions are made through accurately detailed 3D sketches before the design is refined and finally a sample production is started. Good design – how it looks, feels and the material chosen – gives every rosé wine that special something.

How rosé is made

Rosé wines are pressed from red or blue grape varieties. The colour of the rosé corresponds to the type of grape and production method used. The grapes are usually taken straight from the harvest and filled into the wine press and gently pressed. Next, the grapes and the juice produced are left for a certain amount of time. To use the technical



term, this is the mash. The colour pigments steadily dissolve from the skin during this process. The longer this process lasts, the deeper the colour of the rosé is. Not every type of grape gives the same amount of colour pigment. The saignée process – a term which comes from French and means bleeding – produces a deeper shade. Without pressing, a small quantity of the juice is drawn from the red wine fermentation tank after some hours or days and is fermented more to become rosé. The rest becomes red wine.

Summer beverage

Rosé can also be enjoyed in semi-liquid form – the frosé is a trendy summer 2017 drink. Rosé is frozen and mixed

with fruit in a blender to achieve this ice-cold creation. A variant of this is made by mixing frozen fruit with rosé. Frosé can be served as a nice fruity and fizzy dessert, but as an aperitif or a wine to go with a main course, rosé is best in its pure form.





CUSTOMER SURVEY

Laying all our cards on the table

Vetropack's companies in Croatia, Switzerland, Austria and selected export countries including Germany, France and Hungary carried out a customer satisfaction survey in spring of this year. In addition to very positive feedback, the survey also identified some areas that show potential for improvement.

The aim of each customer survey is to take stock of how the company is doing. In trying to improve its work with customers on an ongoing basis, it is important for any company to know what customers think of it and to find out where potential measures for improvement may lie.

At over 70 per cent in all of the countries involved, the response rate to the customer survey commissioned by Vetropack was very high, underlining how informative such studies can be. The surveys were carried out online in the Switzerland, Austria and Export West business division and over the phone in the Croatia business division (using CATI, a computer-based interview method).

High level of satisfaction

The overall level of satisfaction is exceptionally high. In Switzerland, customer satisfaction with Vetropack remained as high as in the survey carried out three years ago. Although it remained very good in Austria and the export countries, it was not quite as impressive as in the

2014 survey. Customer satisfaction rose slightly in the Croatia business division, which also included responses from customers in Slovenia, Serbia, Bosnia-Herzegovina, Montenegro and Macedonia. Personalised assistance from Vetropack staff remains one of the most highly appreciated services: 'I am satisfied with the knowledge and expertise that Vetropack represents' was one customer's comment. Customers also highlighted the trust, professionalism and cooperation underpinning Vetropack's business.

Potential for improvement

However positive the feedback for Vetropack may be, there is always room for improvement. In some cases, customers are looking for a more flexible approach to their requests. Those who most recently had grounds to complain criticised the quality of the products and the packaging in which they were transported. The response times in the event of a complaint improved considerably. While complaints are never pleasant for those involved, customers appreciate it when Vetropack responds in a transparent, fair and prompt

manner. Some customers would also like to see smaller production series and a choice of products that is more suited to individual customers. In a few isolated cases, customers were dissatisfied with payment terms and what they sometimes felt was inflexible production.

Vetropack takes customer requests like these very seriously. While targeted sets of measures will help to place an even greater focus on customer requirements, this also includes making them more aware of existing services. For example, if they cannot find their desired item in the standard range, customers can work with Vetropack specialists to consider developing a special packaging model of their own. The opportunities are virtually endless.

Customers make use of certain services less frequently than the last survey suggested. Joint requirements planning remains in first place, followed by the development of individual glass packaging, while the advisory service offered in addition to these is now being used much less frequently. Vetropack will have to identify the reasons for this trend over the coming months and has already got a team working on it.

The revamped website and new online catalogue are also proving popular. The electronic catalogue has gone down particularly well with customers and is now an absolute essential.

RECYCLING

Partner conference in Saint-Prex

The recycling partner conference is held every two years, organised by Peter Reimann, Head of Recycling at Vetropack Switzerland. This time was a special occasion, marking Peter's final partner conference as he is retiring at the end of the year. Around 60 guests took part in the event, held at Vetropack's Swiss plant in Saint-Prex.

The topic of the partner conference at the start of June was "Glass recycling – a cycle that works". After a short historical talk about the glassworks in Saint-Prex by Philippe Clerc, Head of Vetropack's Saint-Prex plant, Christine Arnet, Head of Sales at Vetropack Switzerland, announced the sales figures for the preceding year. She linked the information with the conference's topic and demonstrated clearly how Vetropack's Swiss plant reduces greenhouse gases and CO₂ emissions thanks to using valuable recycled glass as a secondary raw material. Marc Kuster, Peter Reimann's successor, was also at the event. He established initial contacts with future partners and colleagues, taking the opportunity to become more familiar with the topic. The visitors gained



first-hand experience of how glass containers are produced on a tour around the glassworks – from processing the cullets to melting and shaping the glass right through to the finished product on individual pallets.

GLASS PACK

New trade fair in Italy

The GLASS PACK trade fair was held for the first time on 8 June in Pordenone, 60 kilometres from Venice, Italy. Vetropack Italy took part with its own stand.



Visitors to the GLASS PACK trade fair had the opportunity to find out about products from 65 exhibitors, and not just at each individual stand, but also in a separate production area, where Vetropack Italy and the other exhibitors showcased their products in their best light on separate platforms. Running at the same time as this product and service show, a variety of workshops and conferences invited guests to participate. For example, individual companies were introduced in a presentation, which Marcello Montisci, Head of Marketing, Sales and Production Planning at Vetropack Holding, used as an opportunity to present Vetropack Group and its development. He emphasised the importance of the Italian market and business environment.

GLASS PACK is a new trade fair in Italy, which is aimed at the whole container glass industry. Various companies showcased the full range of their products and services – from design, decoration and production right through to types of packaging.

FEST.A CROPAK

Standard bottles used in a creative way for craft beer

A successful branding concept involving naming and designing labels turns a standard bottle into a packaging star. The craft beer range from the Pivovara Medvedgrad brewery in Zagreb was awarded a prize for its innovative design at the Croatian Cropak event.

The best and most successful packaging on the Croatian market is showcased every year at the Cropak packaging trade fair. The craft breweries category was also judged this year for the first time and the prize, donated by Vetropack Straža, went to Zagreb-based brewery Pivovara Medvedgrad.

Among other things, this brewery has been filling its craft beers in amber one-way bottles produced at Vetropack's

Croatian plant since 2013. As have many other breweries. However, the special label design and the naming of these craft beers make them unique, turning every glance at the bottles into an experience.

Andrea Knapić, Tomislav Tomić and Vedran Klemens are responsible for designing the labels. The three artists complement each other perfectly yet are impressively independent. Andrea Knapić has extensive experience in



graphic and web design, Tomislav Tomić is a well-known book illustrator and Vedran Klemens is a renowned illustrator and graphic designer. With their labels, the artistic trio tell stories that have been told in Zagreb for many decades and beyond.

For example, the Indian pale ale is called "Rascal" ("Fakin" in Croatian). Fakin is a very local name used in Zagreb and Istria. Another beer is called Baltazar, paying homage to the cartoon character Professor Balthazar, who made life easier for his fellow people with his strange inventions. The Witch of Grič ("Grička vještica" in Croatian) is another beer name to be found on a label. The name Grič also has its roots in one of Zagreb's districts.

The decorative labels are made from colourfully printed paper and surround the whole body of the bottle. They are supplemented by a neckband, which bears the brewery's logo and is designed in a uniform manner for all bottles in this range.

The award ceremony was held on 25 May at the Cropak exhibition. Tihomir Premužak, Head of Vetropack Straža, presented the winner of the craft brewery category with a Cropak statue. Innovation Manager at the Pivovara Medvedgrad brewery Petar Nauković accepted the award with the words: "This award is a great honour for us because all the packaging nominated was top-class and interesting. We all know how important product presentation is and are therefore very proud that our craft beer packaging has been crowned the best of them all. The significance of the craft beer market is constantly growing and it will not be long before new innovations start to appear in this segment. This applies to packaging as well as quality. We are very happy to take on this challenge."



UKRAINIAN PACKAGING STAR

New colour earns Gostomel another star

At the Ukrainian Packaging Star 2017 ceremony, Vetropack Gostomel won its 13th star. In this national packaging competition, the 0.75-litre bottle made for Vardiani wine was a convincing winner.



The jury loved the "Bordolesse light 750 ml" wine bottle from the standard range for its light weight and also for its colour, cuvée – a new colour for Vetropack Gostomel. The Ukrainian Vetropack plant uses the blow-and-blow process for this one-way bottle. Thanks to this technology, it weighs just 400 grams, making it 40 per cent lighter than standard wine bottles. Lightweight glass also cuts costs and CO₂ emissions. The thin-sided bottles are just as strong and stable as heavier glass containers.

A new innovation and the second winning feature was the new colour, cuvée. This protects the precious contents even better from the negative effect of daylight. The jury particularly highlighted this aspect. The lightweight glass bottle with a top cork, also available in flint, amber, green and olive, is one of the most popular wine bottles on the Ukrainian market.

Vetropack Gostomel was taking part in the Ukrainian Packaging Star competition for the 19th time. The award ceremony took place at the Pack-Expo show in Kiev in March.

FRIENDS OF GLASS

"Endless Lives of Glass" – best social media campaign of 2017

Friends of Glass conducted its "Endless Lives of Glass" campaign largely over social media. It was so successful that the campaign was awarded the "International & European Association Award" in the Social Media category.

Do you remember the talking bottles from Friends of Glass? The "Endless Lives of Glass" campaign that was launched about a year ago addresses the question of glass recycling in a humorous and informative way. Videos were made in various European supermarkets using hidden cameras. For example, a glass bottle on the shelf would talk directly to individual customers and engage them in conversation about the endless life of glass. The chatty bottles explain to the bewildered customers that glass can be endlessly recycled to make new bottles or jars.

Like the #MapYourTaste campaign two years ago, "Endless Lives of Glass" was very successful on social media and won the "International & European Association Award" in the Social Media category.



Best Social Media Campaign
www.associationawards.org



SUSTAINABLE

Lightweight glass container protects the environment

The Schwertführer 47er vineyard was selected as "Weingut des Jahres" ("Vineyard of the Year") at the Lower Austrian Weingala (wine gala). Raiffeisen Ware Austria presented 10,000 "Nachhaltig-Austria-Weinflasche" sustainable wine bottles produced by Vetropack Austria as a prize.

Raiffeisen warehouses have had the sustainable wine bottles in stock for a good year. The warehouses offer a wide range of products and services in the farming, agricultural technology, energy, building materials and home and garden sector. RWA Raiffeisen Ware Austria developed the lightweight glass container, composed of up to 80 per cent recycled glass, in partnership with Vetropack Austria GmbH.

Statement about the environment and local products

By filling their products into the bottle produced in a sustainable way, winemakers and other beverage producers make a clear statement about taking care of the environment and local products. The lightweight glass container can be easily recognised by the "Nachhaltig Austria" ("sustainable Austria") embossed on the base of the bottle. It is available as a Bordeaux bottle in olive and primeur (350 g) as well

as a Rhine wine bottle in cuvée (410 g). All three have a Bague Vin Suisse (BVS) screw cap.

Award-winning

In 2016, the "Nachhaltig-Austria-Weinflasche" was recognised with a nomination for the Austrian "Smart Packaging" national prize, which Vetropack Austria had the pleasure of accepting alongside RWA. It also received the renowned "Green Packaging Star Award" environmental prize.



During the Lower Austrian Weingala, the Schwertführer 47er vineyard was honoured as "Vineyard of the Year" and received the RWA's special prize of 10,000 "Nachhaltig-Austria-Weinflasche" bottles, making the vineyard well-equipped for the coming season. Franz Rosner, Sales Manager for Wine, Sparkling Wine and Spirits, represented Vetropack Austria at the wine gala.

PREMIUM QUALITY

A stylish lager

Vetropack's Ukrainian plant is producing the new green-glass bottles for Heineken Romania's Ciuc beer. The drink is available in two sizes: 0.33 and 0.5 litres.

Heineken Romania launched Vetropack Gostomel's new green-glass bottles in spring. The 0.33 and 0.5-litre bottles boast a traditional design, with the long neck and softly rounded shoulders flowing into the sleek body. "Premium quality made in Romania since 1974" is engraved in capital letters on the front. The 0.33-litre bottle has a twist-off crown cap and the 0.5-litre bottle has a simple crown cap.

The well-known lager is brewed by Miercurea Ciuc, one of four breweries owned by Heineken Romania. Mirroring the design, the ingredients of the lager beer are also traditional: water, barley malt and hops.



FREE-SPIRITED

Distillation at the highest level

The fine fruit brandies made by the Freihof distillery are sold in glass bottles from Vetropack Austria. The fruit comes from the Vorarlberg region of Austria which includes some of the best growing areas in Europe. It gives the spirits a particularly intense flavour.

The Freihof distillery bottles its high-strength fruit brandies in tall, slim, flint glass bottles made at the Austrian Vetropack plant in Pöchlarn. Above the simple labels on the 0.5- and 1-litre bottles, the words "Freihof 1885" are engraved. That was the year when this Vorarlberg distillery was founded. Both the screw-cap 1-litre bottles and the 0.5-litre version with a grip cork are finished with the same elegant, snow-white top.

The spirits are distilled in the traditional way using fruit which grows mainly in the mild climate of the Rhine valley in this region. The "Freihof 1885" range was developed last year and includes eight different flavours: from the typical Williams pear to gentian and the fresh and fruity blood orange. These brandies, which are distilled exclusively from fruit and berries with no additives or flavourings, taste equally good neat or as long drinks or cocktails.



CHOCOLATEY

Sweet temptation

The traditional Viennese company STAUD'S is combining fruit and coffee with chocolate. Vetropack Austria in Pöchlarn produces the clear 0.12-litre jar for these trendy creations.

The trademark feature of STAUD'S of Vienna, an internationally renowned maker of delicatessen products, is its octagonal jar with a black lid. Vetropack Austria produces flint glass jars containing 37 to 580 ml of STAUD'S exclusive specialities. There are now more than 220 different kinds of sweet and savoury delicacies available in Vetropack glass jars. In its latest creations, STAUD'S enhances fruit and coffee with Grand Cru chocolate coatings made by Felchlin, a traditional maker of Swiss Grand Cru chocolate. The distinctive 0.12-litre jar made at the Austrian Vetropack plant in Pöchlarn offers a very special tactile experience even as you pick it off the shelf. The black lid and equally dark-coloured label round off the elegant appearance.

The new sweet temptations come in four different varieties: raspberry, sour cherry, banana and coffee. Whether you spread them on bread or use them as the finishing touch on a dessert, the top-quality ingredients make for an exquisitely chocolatey treat.



AUTHENTIC

Made from pure malt

Vetropack Straža in Croatia is making the new green glass bottles for Laško beer from the "Pivovarna Laško Union" brewery. The traditional recipe which uses pure malt accounts for the intense, bitter flavour of this Slovenian beer.

The Slovenian Heineken brewery "Pivovarna Laško Union" is selling its unpasteurised Laško beer in new glass bottles made by Vetropack Straža. The green 0.5-litre bottle was based on the Euro beer bottle from the standard range. The new version has a slightly slimmer body and is marginally taller. The multi-trip bottle with crown cork closure is in an impressive, subtle design. The white lettering that is applied to the bottle by the company Print Glass Kurt Mayer, Austria, using a silk screen printing technique, does not stop you having a clear view of the contents.

The beer is brewed to a traditional recipe based on pure malt, giving it a fresh flavour of hops and the authentic bitterness that characterises Slovenian beers.





RICH IN TRADITION

Glass, wine and rock 'n' roll

Precious drops from Valais, Switzerland, in a fine glass bottle from Vetropack's St-Prex plants. This is the Petite Arvine wine from the "Chris Slade selection" from the "de Bernunes" vineyard.

Music by AC/DC is loud and ostentatious, whereas the cuvée wine bottle from Vetropack Switzerland's standard range is modest and delicate. The one thing that stands out on the front of the 0.75-litre container is the red lightning bolt as well as AC/DC's drummer's Chris Slade signature in silver. The modesty of the bottle emphasises its luxurious contents – the Petite Arvine wine. It is pressed from an old grape variety rich in tradition in Valais. A natural cork tops off the impressive appearance.

As part of the "open wine cellars" in Valais, Nicolas Zufferey from the "de Bernunes" vineyards and Chris Slade showcased the wine in May. The visitors also enjoyed a musical interlude by the drummer.

DIVERSE

From fruity to bitter

Based in Western Switzerland, Dr. Gab's brewery impresses with its cider and beer in glass bottles from Vetropack Switzerland. Both drinks are available in 0.33-litre containers.

In keeping with the cider theme, the green glass bottle is shaped like an apple – at least its body is. However, the wooden stalk is replaced by the neck of the bottle. The refreshing drink in the 0.33-litre bottle is made entirely from Swiss apples. Refreshing and crisp, the label also radiates green colours.

Vetropack Switzerland produces the containers for both the cider and the Dr. Gab's hop drinks with a crown cork cap. Beer connoisseurs can choose between four seasonal beers or six traditional ones such as the "Tempête" or the "Chameau". On one side of the sleek cuvée bottle is an eye-catching "DR. GAB'S" engraving. From light, fruity beers and bitter pale ales right through to black beer, the brewery produces the perfect barley beverage for every taste. They all share the same fermentation process, which takes place in the bottle and through which carbonic acid is produced naturally. The result: unfiltered beer with sediment that get better and better over time.





NATURALLY CLOUDY

A Belgian-Swiss affair

The innovative L'Echappée beer was the result of a chance encounter between a Swiss businessman and two Belgians. The straw-coloured beer offered by the Rouvinez vineyard is available in glass bottles produced by Vetropack's Ukrainian plant.

Vetropack Gostomel's new 0.375-litre glass bottle for the L'Echappée beer produced by the Rouvinez vineyard in Valais, Switzerland, is second-to-none in terms of design. The simple body flows seamlessly into the neck area, which lengthens the bottle like a drawn-out thread. The yellow crown cork provides a strong contrast to the bottle's dark amber colour. The simple label wraps around the neck of the bottle as cheekily as the scarf of a bohemian.

The "craziest innovation in the vineyard's 70-year history" was created in Belgium, where Frédéric Rouvinez, responsible for managing the family-owned company, met two young brewers from Liège on a trip. The consequence of the encounter is an unfiltered Belgian pale ale with a secret yeast mixture from Belgium and water from the Swiss Alps. Other ingredients include roasted and caramelised barley malt, wheat malt and hops.

SHAKE IT

Healthy drinks within reach

Active and health-conscious people are excited about the new beverage containers made from glass. Vetropack's Croatian plant produces the 0.65-litre flint glass bottle for the glass shaker.

Those who like to drink homemade milkshakes or smoothies on the move can now take this handy glass shaker produced by Vetropack Straža with them on their travels. The 0.65-litre bottle's contoured shape allows you to mix beverages easily. This option is ideal if you don't have much time to prepare drinks at home as you can also mix them when you're out and about. Silicone rings surround the glass container and lend it durability, meaning that you can also use the shaker with confidence during sporting activities. The engraved measurement scale helps you to easily get the right amount of ingredients. The Slovenian company GlassShaker d.o.o. distributes this exclusive product, which serves as an excellent gift for yourself or others. The glass shaker can also be personalised with an engraving of your desired text on the silicone rings.

Glass protects the contents against external influences, meaning flavours and vitamins remain intact for a long time. A strong argument for healthy drinks.



SUMPTUOUS

Luxury water

Vetropack's Slovakian plant produces the flint glass bottles for the prize-winning AUR'A source water from Romania. Refined with gold and silver colloids, the water is available in two sizes.

Vetropack Nemšová's glass designers created the flint glass bottles for the AUR'A source water from the Banat Mountains in Romania in both 0.75-litre and 0.33-litre sizes. The narrow, tall and simple bottle has an ultra-smooth surface and a striking shoulder area. The transparent label bears flowing water and the AUR'A logo – a woman with long hair, extending over her shoulders and turning into waves.

The source water boasts a high pH value and contains gold and silver colloids, which are extremely good for consumers' health. The 0.5-litre bottle is already in its planning stages. The sumptuous water is well protected in the glass bottle and does not lose any of its valuable ingredients.



PICK-ME-UP

Coffee indulgence

Vetropack Nemšová has developed a fresh glass container design for the new line of "INTENSE" Elite Coffee products. The Israeli company's pick-me-up has a distinctive intense espresso flavour.

Elite Coffee is among the leading coffee labels in Israel. The glass specialists at Vetropack's Slovakian plant have developed a fresh glass container design for the new line of INTENSE products. The flint glass with a screw cap is simple yet playful. The body tapers down from broad shoulders to the bottom of the bottle, where it broadens out again to match the shoulders. The colour scheme of the cap and label give the coffee a consistent overall look.

The unique combination of freeze-dried coffee and freshly roasted espresso really comes into its own in the 0.566-litre glass container. Elite Coffee is owned by Strauss Coffee B.V., which operates in over 20 countries. The company acquired Norddeutsche Kaffeewerke GmbH five years ago, a German firm that produces this new coffee.



PREMIUM

Natural inside – perfect outside

“Morshynska” – the natural “diamond” of Ukrainian Carpathians and favourite mineral water of Ukrainians – has presented a new design of a glass bottle. Vetropack Gostomel is responsible for manufacturing this novelty.

Nature has created a perfect content, people joined to construction of the ideal shape and as the result of a synergy, the premium high-quality product has appeared. The production of the new designed bottle is committed to Vetropack’s Ukrainian plant. “Morshynska Premium” is available in three sizes: 0.33, 0.5 and 0.75 litres. With its clear and elegant lines and long neck that flows gently into its body, the flint glass bottle has a harmonious overall appearance. It has a green or silver screw lid depending on whether it is sparkling or still and an elegant and rather modest transparent label.

Launching the new premium bottle, “Morshynska” initiated an eco-award appealed to unite the efforts of active Ukrainians for developing the eco-direction in Ukraine. Aiming to inspire people to a conscious and healthy lifestyle, different producers of ecological products, eco-bloggers, public figures and many interested people have participated in this eco-award.



UV PROTECTION

Tangy refreshment

The new hop lemonade “HOPS” by the brewery Zipf, which belongs to the Austrian brewers’ union Brau Union Österreich, is well-protected against the effects of light. Vetropack Straža’s flint glass bottle stands out from the crowd due to its integrated UV protection.

With its latest beer creation, HOPS, the Upper Austrian brewery Zipfer realised that beer doesn’t always have to be alcoholic, perfectly in tune with current trends. Alcohol-free beer drinks are becoming more and more popular. Vetropack Straža produces the 0.33-litre flint glass bottles. This bottle boasts integrated UV protection – the light-deflecting components are only added to the melt glass in the feeder (forehearth). The Zipfer brewery’s distinctive logo is embossed on the shoulder of the bottle, while the base is adorned with the words “Brauerei Zipf” (“Brewery Zipf”). An amber glass version of the 0.33-litre bottle is also manufactured at Vetropack’s Kremsmünster plant.

Six different varieties of hops refine the HOPS drink. Subtle, tangy hop flavours, fruity lemon juice and a shot of alcohol-free Zipfer beer hit just the right spots of an adult’s palate. The thirst-quencher is not as sweet as other lemonades.



SIMEI@DRINKTEC

Exciting prospects

The SIMEI@drinktec trade fair will be held in Munich, Germany, from 11 to 15 September. Vetropack Group will be attending with a large stand, presenting its extensive product range from all subsidiaries.

SIMEI has been held in Milan since 1963 and is considered to be the world's leading trade fair for wine technology. This year it is part of the drinktec trade fair for the beverage and liquid food industry in Munich, which opens its doors every four years. As SIMEI takes place every two years, it will alternate between Milan and Munich from now on.

At its stand, Vetropack Group will showcase the variety of glass bottles for wine. From the various different standard

models right through to one-off customer models offered by individual subsidiaries, visitors will get a detailed insight into the production of glass containers for beverages. Alongside wine and sparkling wine bottles, Vetropack will of course also be presenting many other products for packaging beverages and food. Visit us at Hall C2, stand 437, and let our wide range of products win you over.



ELECTRONIC DATA EXCHANGE

Transferring data quickly and automatically

Vetropack Austria is the first supplier of food and drink producer Spitz, Austria, to process orders entirely using automatic data exchange.

The food and drink producer Spitz uses glass containers from Vetropack Austria for its products. For a good year now, the two companies have been exchanging data electronically via EDI, which stands for "electronic data interchange". So far, Vetropack is the only supplier to communicate entirely electronically with Spitz. From the order through to the delivery, the business process is carried out automatically and rapidly between the two companies' application programs, as long as the orders are standard ones. However, as soon as non-standard delivery dates or quantities are involved, for example, personal contact is required, following which the changes will be input back into the system.

When the order is placed, all relevant information about the delivery is communicated and Spitz receives a code (serial shipping container code) which is also printed on the pallets' labels. This bar code can be used to clearly identify the pallet and quickly and efficiently trace it back to its production in the event of a complaint.

"EDI allows us to work even more efficiently"



Vetrotime spoke to S. Spitz GmbH Logistics Manager Günter Heimbuchner about his experience with electronic data exchange.

What advantages does electronic data exchange offer you? The changeover to EDI omits sending orders via e-mail and the bureaucratic outlay drops considerably given our high number of orders. Checking order confirmations,

for example, is no longer necessary in the case of orders without variances. It also speeds up the goods acceptance process as data can be transferred directly into the system and does not need to be manually recorded any more.

How does EDI benefit your company with regard to the traceability of your goods? When the order is placed, we enter all relevant information from Vetropack Austria into our system, meaning additional manual entries afterwards are not actually necessary. So the time factor also plays a major role here as it is considerably reduced with EDI.

To what extent has the way S. Spitz GmbH works with Vetropack Austria changed since you have been able to submit orders via electronic data interchanges?

Of course, there is always more work in the initial stages. Optimising the internal upstream and downstream processes is also necessary. EDI only works and supports

employees in a targeted way if processes are clear. The system is now steady and we are very happy with it.

What next steps are scheduled for your EDI work with Vetropack Austria? The next step is to enable invoices to be submitted and transferred automatically in our system. We still do this in the conventional way at the moment.

How is electronic data exchange set to further develop in the future? Do you think there is any potential for improvement? There should be a greater focus on ramp management. This refers to the coordination of all loading and unloading processes at the loading ramp, which could reduce the waiting times at both ends, for example. Confirmation that goods have been received would also be handy and necessary as we currently do not receive this automatically.



PAINTING COMPETITION

Recycling made easy

In the spring, the Czech Vetropack plant in Kyjov launched a competition for pupils at the local secondary school. The pupils had to paint and draw their ideas about recycling and all the things that can be made out of glass.



The competition organised by Vetropack Moravia Glass for secondary school children was a big success. Over 150 different pictures were sent in. The idea behind the competition was to make children more aware of recycling and the value of used glass. "We were very pleased that so many wonderful pictures were sent in. We were surprised by the high number and by how different they all were. So we also awarded a special prize for a creative picture book," said Regína Bělohoubková, co-project organiser and Assistant to the Managing Director of Vetropack Moravia Glass. Karolína Bystřická, Sales and Marketing Assistant, added: "Yes, it was really hard to choose the best pictures. Every picture had its own charm and we would have liked to give all the children prizes."

The art of selection

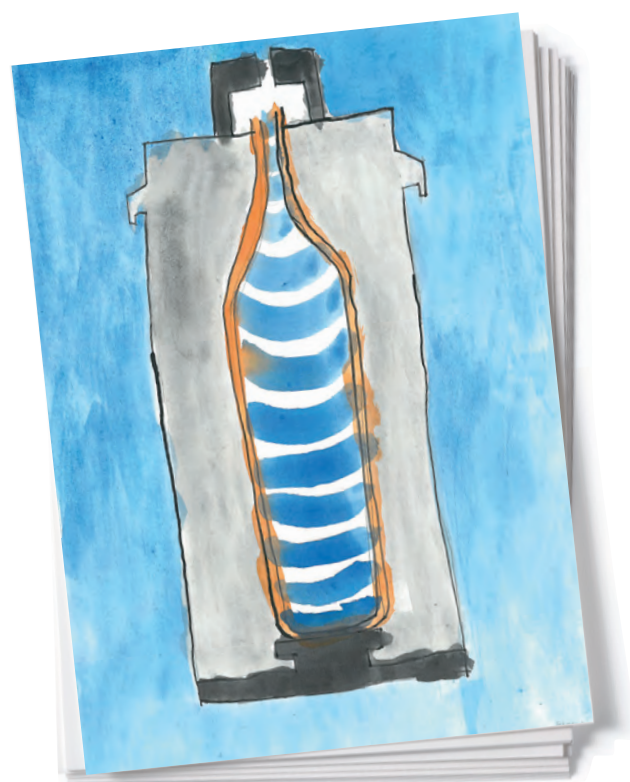
The Russian artist Wladimir Abramuszkin, who lives near the glassworks, was involved in the selection process. He explained his choice of winners as follows: "I looked at the pictures in terms of the emotions they aroused. Children have fantastic imaginations and I was both fascinated and moved by the wide range of different approaches."

The winners were invited to the glassworks in Kyjov for the prize-giving ceremony. One of the winners was 15-year-

old Dáša Ježová, who has autism. "I love drawing and I'm so happy to have won. I'm going to continue painting, especially mythical creatures," she said. Her proud mother Zdeňka Ježová also had a beaming smile on her face: "I'm very happy for her and of course I'm going to encourage her to continue with her art."

Gregor Gábel, Managing Director of Vetropack Moravia Glass, presented each of the 13 winners with a voucher for a sports shop. 13 of the pictures were chosen for a calendar: one for the title page and one for each month in 2018. "It's important for children to know why they need to separate the different colours when they dispose of glass. That way, they are conserving nature and playing an active part in helping to protect the environment for future generations. I am very proud of the children," he said.

After the prize-giving, they were all invited to a little party, followed by a short guided tour of the production plant. The children were impressed and amazed at how loud the machinery was and how hot it was.



CREATIVITY

GlasSharing inspires Italian pupils

Italian schools have been learning all about the topic of “GlasSharing” for what is now the tenth time. Primary and secondary school pupils submitted over 270 projects which were centred on glass and glass recycling. The award ceremony was held on the premises of the Ministry of Education in Rome.



For the tenth edition of “GlasSharing” (see information box), the pupils had a choice of three topic areas for their contributions to the competition: “Environment, collecting and recycling”, “Food safety and health” and “Glass and its significance”. The competition was very well received by Italian primary and secondary schools – over 270 projects were submitted.

First place in the primary school category was taken by class 4A from the Collodi school in Ceggia, Veneto (Northern Italy), with the play they wrote themselves, entitled “Pietro – Glass”. It explores the subject of creatively reusing glass bottles and jars as Christmas decorations, for example.

In the secondary school category, first place was won by class 3A from the Giovanni school in Maserà, also in Veneto. The pupils designed an original puzzle book in three languages entitled “Glass” about the unlimited life of glass.

Encouraging recycling

“In this year’s competition, we wanted to highlight the advantages of glass as a packaging material”, says Marco

Ravasi, President of the Container Glass Department at Assovetro. Franco Grisan, President of CoReVe, adds that it is important to make young people aware of recycling and its advantages. After all, glass is a natural substance and is 100 per cent recyclable. Recycling also conserves resources, improves the environmental balance and saves energy.

GlasSharing

The Italian school project GlasSharing is geared towards primary (only the final two years) and secondary school pupils. The competition is supported by Assovetro (National Association of the Italian Glass Industry) and CoReVe (Consorzio Recupero Vetro, National Glass Recycling Organisation).

A NEW LEASE OF LIFE

Finnish upcycling

Known and loved far beyond its borders, Finland is a hotbed of creativity where beautiful and thoughtful design has become something of a cult. This is also true of Finnish glasswork, which is ideally suited to everyday use.



The words “Finnish glass and design” immediately conjure up images of the undulating Aalto vase, also known as the Savoy vase and one of the world’s most famous glass items. The classic collection of glass vases was the brainchild of architect and designer Alvar Aalto and his wife Aino in 1936 and has since become an icon of Scandinavian design. It is said to be modelled on the Finnish landscape: well-defined yet far from boring thanks to the numerous mountains, forests and lakes. The Aalto vase was unveiled for the first time at the 1937 Exposition Internationale in Paris. Aalto employed seven glassblowers, who worked sixteen hours to produce just one vase. The original pieces were commissioned by the luxury Savoy restaurant in Helsinki, hence their second name. The shape of these special vases remains extremely popular to this day. Numerous glassmakers now produce variations on the original. Now as then, the colours range from clear, amber and various shades of blue and red through to purple, smoky grey and opal.

Aalto thus laid the foundations for Finland’s worldwide fame in glasswork. Tapio Wirkkala, 1915 to 1985, celebrated his first great success in Milan in 1951. His best-known designs include a glass vase inspired by the shape of a chanterelle

mushroom. Later, he also worked for Rosenthal, a company famous for its porcelain.

Just like the Aalto vase, many of the motifs in Finnish design find their roots in nature. This is particularly true of works made of glass, the ideal material for reflecting the purity of nature and its plethora of structures in an original stylistic idiom. Jukka Isotalo and Jan Torstensson, two designers belonging to the new generation of Finnish glass artists, also acknowledge their close relationship with the natural world. Both use recycled glass as a starting point for their works, transforming it into timeless everyday glass objects which are a joy to use. They source the raw material for their works from restaurants or from Alko, the state-owned alcohol retailer in Finland.

“Cold blasting”

Born in 1962, Jukka Isotalo studied industrial design at Aalto University in Helsinki and attended the prestigious glass school of Swedish glassworks Orrefors. In the days when his artistic success was just getting off the ground, he created candlesticks made from old bottles. He reworks used glass by cutting, grinding and sandblasting it – a technique known in the industry as “cold blasting” that



gives used glass bottles a new shape and surface. In other words, they are transformed into a work of art with a fresh appearance and new function that is far removed from their original use. Isotalo sometimes introduces some contrasts to the serene aesthetic of glass by adding a wooden base or cover, fashioning lamps, bowls, glasses and much more besides. The winners' trophies presented at the 2009 World Cup Slalom in the northern Finnish ski resort of Levi were designed by Isotalo and, as you might have guessed, were made from used wine bottles.

Heat up and reshape

Born in 1953, Jan Torstensson learned how to work with glass on the job, completing a three-year apprenticeship as a glassblower. His works come to life by reheating recycled glass and stretching and shaping it into new objects while it is hot. His favourite objects are wine and Piccolo bottles, and perhaps the best-known supplier of his raw materials is Helsinki-Vantaa Airport. He places great importance on

working in as eco-friendly a way as possible, which is why he uses equipment and furnaces he has developed himself. He was awarded a prize in 2009 for his energy-saving production methods and designs in Finland.

From glassworks to design company

Finland's most famous glass design company, Iittala, started life as a glassworks in 1881. The company achieved world fame in the 1930s and 40s thanks to its designers, who included Alvar and Aino Aalto, Kay Franck, Tapio Wirkkala and another not yet mentioned here, Oiva Toikka, to name but a few. And although it no longer employs its own designers, works by the renowned glass artists are featured at Iittala, where they are also available to purchase alongside those of Jan Torstensson and Jukka Isotalo, of course.

The Frauenau glass museum in Germany provided photos of the glass objects which were made available and rearranged for this article. Works by Jan Torstensson and Jukka Isotalo were displayed in the Frauenau glass museum in 2014.



Contact Addresses Sales

Switzerland

Phone +41 44 863 34 34
Fax +41 44 863 34 45
marketing.ch@vetropack.com

Austria

Phone +43 2757 7541
Fax +43 2757 7541 202
marketing.at@vetropack.com

Czech Republic

Phone +420 518 733 111
Fax +420 518 612 519
marketing.cz@vetropack.com

Slovakia

Phone +421 32 6557 111
Fax +421 32 6589 901
marketing.sk@vetropack.com

Croatia, Slovenia, Bosnia Herzegovina, Serbia, Montenegro, Macedonia, Kosovo

Phone +385 49 326 326
Fax +385 49 341 154
prodaja@vetropack.com

Ukraine

Phone +380 4439 241 00
Fax +380 4597 311 35
sales.ua@vetropack.com

Italy

Phone +39 02 458771
Fax +39 02 45877714
sales.it@vetropack.com

Other West European countries

Phone +43 7583 5361
Fax +43 7583 5361 225
export.west-europe@vetropack.com

Other East European countries

Phone +420 518 733 341
Fax +420 518 612 519
export.cz@vetropack.com