

VETROTIME

MARKET
Trend in
local
specialities

FRIENDS OF GLASS
"Endless Ocean"
campaign

INTERVIEW
An insight into the
world of FEVE

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of Vetrotime? You can
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the following QR code:



Cover picture. Whether they're sweet or sour, fruit or vegetables, enjoying products served in glass is a pleasure that never goes out of fashion. Crisp pickled gherkins, juicy summer compotes, spicy chutneys, fruity jams and aromatic sauces ... glass packaging preserves the freshness and flavour of its contents. And that is precisely why the young couple on the front cover have opted for this particular sauce.



"Glass packaging is experiencing a major revival in Austria."

Dear readers

Glass is such a fascinating material! And it isn't just the people who work with it who think so. After all, glass is in fashion all over the world and has become synonymous with a sophisticated lifestyle and sheer pleasure.

Consumers are increasingly aware that glass is the safest packaging material for food and drink, whether it's a matter of protecting their health or enjoying tasty products and preserving their nutritional value. This is also evident from the surging popularity of local products packaged in glass. To get an idea of just how broad this range of products is, take a look at the article "Conscious eating as a way of life" (pages 7 to 8) and discover various examples of regional delicacies.

Or what about the report on how milk in glass bottles is making a comeback in Austria (page 9)? Glass packaging is experiencing a major revival. Austrian food retailers are already offering a small, select range of glass-packaged products and demand is growing virtually day by day. The next edition, Vetrotime 3, will take an in-depth look at the "success story" behind this trend and feature input from various consumers, retailers and our customers, as well as our glass specialists and external experts.

On the subject of glass, are you familiar with the European Container Glass Federation (FEVE – Fédération Européenne du Verre d'Emballage)? Secretary General Adeline Farrelly talked to Vetrotime about the challenges and goals facing the industry association, which is based in Brussels (pages 17 to 19).

As you will see, this edition promises to be a fascinating read. I was particularly impressed by the professional decorating possibilities that glass packaging can offer. Who would have thought that a shoe brand could use glass bottles to advertise its wares?

Or how effective it would be for a massage studio to display "historical" soda siphons from the Bülach glassworks, or for a Scandinavian furniture store to line its shelves with bottles and wide-mouth jars?



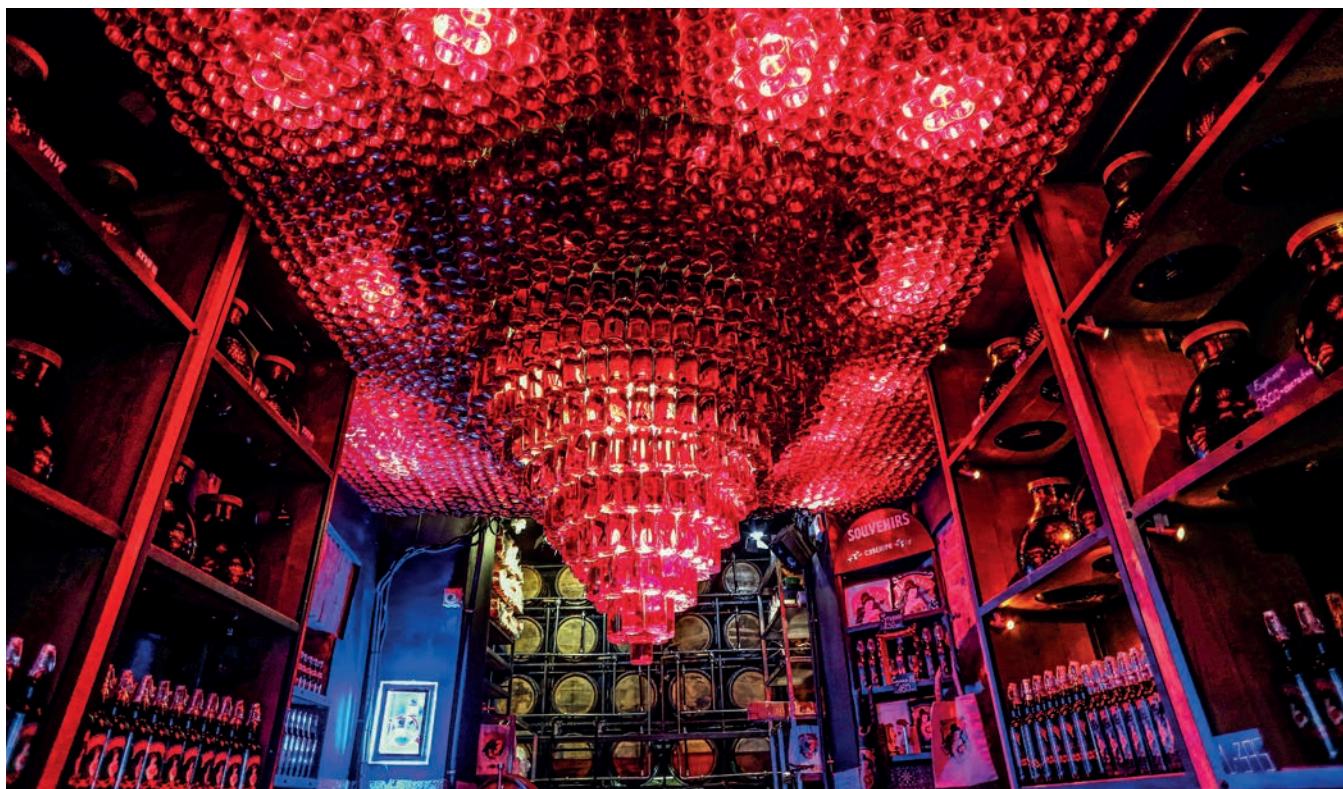
The next edition is due to be released as early as November, as the BrauBeviale trade fair gets under way in the German city of Nuremberg. You will therefore have the opportunity to visit our trade fair stand and read the latest Vetrotime there and then. But don't worry if you don't have time, as the magazine will also be sent to you by post.

Kind regards

A stylized, handwritten signature in blue ink that reads "J. Reiter". The signature is fluid and cursive, with a large initial 'J'.

Johann Reiter
CEO Vetropack Holding Ltd

EYE-CATCHER



CHERRY LIQUEUR BOTTLES FILL THE SKY

Lovers of sweet cherry liqueurs are sure to get their money's worth at the "Pyana Vyshnya" ("drunken cherry") bar in Ukraine. It serves only one drink: cherry liqueur. The ultimate highlight, however, is the "liqueur bottle chandelier", which is actually two chandeliers made up of 4,500 filled glass bottles – more than 2,000 each. To make the colour shine through even more brightly, the liqueur has been replaced with a special red liquid. What exactly this liquid consists of remains a secret.

PACKAGING MATERIAL

An irresistible pleasure

Shops selling produce in an "unpackaged" state are getting more popular. Products displayed in wide-mouth jars look so trim that they are hard to resist, especially when they are as mouth-watering as these! The sweets shown here are on sale in a shop close to Vetropack's Czech plant.

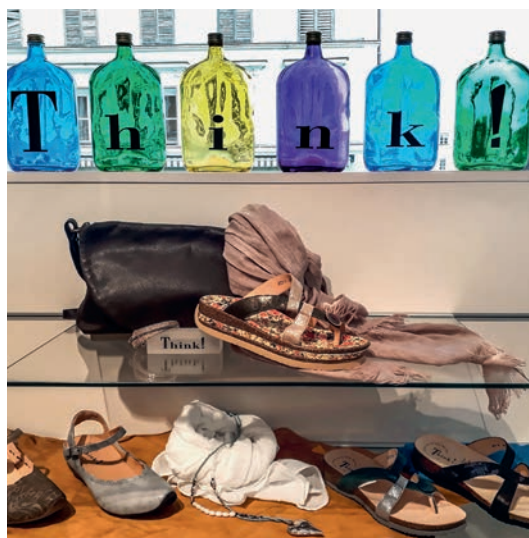


Decoration steeped in history

Precious empty glass bottles adorn the window of a massage studio in Zurich, Switzerland. If one looks closely one can recognise the soda siphons made by Vetropack at its Bülach glassworks. British scientist Joseph Priestley was the first person to carbonate water in 1767. The thirst-quenching, sparkling soda water also has a beneficial side effect: carbon dioxide can kill germs. He discovered this at a time when disease and epidemics



were rife and was awarded the Copley Medal, a prestigious scientific prize. However, it was a Benedictine priest from Hungary, Anyos Jedlik, who came up with the idea of bottling water in soda siphons. He wanted to use sparkling water, a resource that was easy to produce, to help cure cholera sufferers.



LUMINOUS EYE-CATCHER

In a shoe shop in the small Austrian town of Helpfau-Uttendorf, a famous shoe brand has an eye-catching decorative feature; six colourful glass bottles with the brand's logo in the shop window, clearly recognisable from afar. Comfortable, high-quality shoes are not only good for your feet, they also protect and look after them day after day – like glass bottles keeping their contents safe.

All in a row

When browsing around a furniture store recently, the Vetrotime editorial team was struck by rows of glass bottles lined up on the upper shelves. This smart-looking shop feature could be used to spruce up your own four walls too: glass bottles add a touch of decorative splendour to any room.





OVERHAUL

Flint glass furnace with an additional line

The flint glass furnace at Vetropack Nemšová underwent its first complete overhaul in April since around ten years. The state-of-the-art furnace has also been enhanced to incorporate another glass-blowing machine with a fourth, new line.

A day sooner than planned, glass melting could begin again in all four forehearths of the flint glass furnace in Nemšová following successful repair work. Two and a half weeks earlier, the furnace was officially inaugurated in front of guests, CEO Johann Reiter and numerous members of staff.

This comprehensive refurbishment provided an opportunity not only to carry out the traditional maintenance work required, but also to expand the capacity of the furnace.

What's more, its exhaust emissions and energy consumption have also been reduced in general. The state-of-the-art furnace has been enhanced to incorporate another glass-blowing machine with a fourth, new line. As far as Vetropack's Slovakian plant is concerned, this is a hugely important and forward-looking investment.

In addition to the upgraded flint glass furnace, the Slovakian Vetropack plant has now also been equipped with a furnace for producing green glass containers.

PREVIEW

Come and see us at BrauBeviale

Vetropack Group will be making an appearance at the BrauBeviale trade fair in Nuremberg, Germany, from 13 to 15 November 2018 with a large exhibition stand. Come and visit us and we will be happy to show you our wide range of products.



From 13 to 15 November, drinks experts from all over the world will once again turn their attention towards the German city of Nuremberg. BrauBeviale will be hosted there again after a year off due to the rotation of exhibitions. "Stimulate and inspire" is the motto for this year's trade fair. And that is exactly what Vetropack Group, which will have a large stand of its own in Nuremberg, would like to do. Come and see the diverse range of packaging on offer for yourself and visit us at Stand 319 in Hall 4A.

BrauBeviale2018

LOCAL SPECIALITIES

Conscious eating as a way of life

Regional produce is all the rage. Consumers want to know where their food comes from and how it was made. For more and more people, eating healthily and in a socially aware way is a lifestyle choice. Glass as a packaging material fits in perfectly with this. It is inert, healthy and transparent.



Regional, seasonal, healthy. Consumers are attaching more and more importance to eating a healthy, balanced diet. And an equally high priority for them is the quality, freshness and flavour of the products they eat. This is where glass packaging is spot on, because all those excellent qualities are preserved for longer in glass.

The range of regional food and drinks that are packed in glass across all the countries where Vetropack has a production site is very wide and diverse. The consumers' curiosity is aroused both by well-known specialities and by local delicacies that they have yet to discover when they are packed in glass.

Such products include not only food but also drinks and sauces. From traditional glass bottles in our standard range to eye-catching bespoke models that will stand out perfectly from those of their competitors, customers can choose from an extremely varied product range. Whether they want long-necked bottles or the shorter version, with embossed stamps or reliefs, classic paper labels or the stylish transparent version – Vetropack works carefully with customers to develop exactly the glass packaging that they require.

The region in glass

Products that come packed in glass include chutneys, sauces, herbs and spices, mustard, pâtés, dairy products, preserved vegetables and ready meals. To accompany



them, or simply to quench the thirst, regional juices, ciders, syrups, beers, apple wine and spirits are filled into glass bottles from Vetropack, as are all kinds of oils and vinegars.

Consumers are willing to pay more for regional produce because of a sense of attachment to the product or the region, or because they want to support the local economy, or because of the reduced food miles. The regional connections and proximity to the producer give consumers confidence and create a feeling of trust. As mentioned before, customers want to know where their food and drink come from and how they were produced. Another aspect that is becoming more and more important nowadays is the environment. If you buy regional and seasonal food, not only does it

make your diet varied and tasty, but you are also actively protecting the environment.

Transparent packaging

Vetropack produces glass packaging ranging from tiny wide-mouth jars to medium-sized containers and huge preserve jars. Most wide-mouth jars are made of flint glass, giving an excellent view of the contents of the container. Consumers are also looking for transparency in the product as a whole – so the contents and the packaging are in symbiotic harmony. Whether from the standard range or bespoke, products can be round, square or multi-sided, decorated with reliefs or completely smooth.





DAIRY PRODUCTS

Milk in glass bottles makes a comeback

Dairy products have been experiencing a revival in Austrian supermarkets since April. The country's market-leading dairy Berglandmilch has gone back to packaging its milk and yoghurt in glass – more specifically, in transparent glass bottles and yoghurt jars from Vetropack Austria.

Do you remember the pleasure of drinking a glass of cold milk poured from a glass bottle? That is something we used to take for granted, but these days it is a rarity. Now, however, those of us who love dairy products served in glass can rejoice because it's back in fashion. As of this spring, Austria's market-leading dairy Berglandmilch has been packaging its products in transparent 1-litre glass bottles and jars containing 450 g of yoghurt made by Vetropack Austria. Both of these are one-way containers.

The popularity of dairy products in glass

A consumer survey carried out two years ago by the European Container Glass Federation (FEVE) clearly shows that consumers would like to see more dairy products packaged in glass. The average figure across Europe is over 50 per cent, in Austria, as many as 64 per cent of respondents say

they would like to see more glass packaging on offer. Berglandmilch has now responded to this demand by supplying its top "Schärdinger Berghof" and "Tirol Milch" brands to Austrian supermarkets in glass containers. The move has already generated positive feedback from customers with regard to sustainability and how the products taste. The REWE retail chain with its own brand "Ja!natürlich" and Hofer with "Zurück zum Ursprung" also launched milk in the new Vetropack glass bottles. In addition to milk, Spar also offers with "Natur pur" yoghurts in glass packaging.

The start of a new era

Milk in glass bottles is proving a real hit in the supermarkets mentioned above, with demand far exceeding expectations. The next issue of Vetrotime will explore this success story in more depth.

SPONSORSHIP

Home brewers in competition

As sponsor, Vetropack Switzerland provided an array of long-necked beer bottles from its standard range for the "Beer Contest" run by the Brau- und Rauchshop GmbH. The competition was open to anyone who brews beer as a hobby.



This year's beer contest in Densbüren, Switzerland, proved very popular, with 263 beers submitted in 20 categories. The dozen or more expert judges therefore had their hands

– and mouths – full tasting and rating all the home brewers' offerings. The categories included "Amber and Märzen beer", "Belgian strong ales" and "Saison and white beer". The winner of this last category, which came from the "Beer Guerrillas" of Pratteln, Switzerland, was also crowned the best beer of all. This was the third beer contest and the judges did not have an easy task. After all, the Swiss beer scene has developed hugely in terms of variety over the past few years and, in addition to the countless small breweries now in operation, there are also many home brewers who are passionate about making beer.

The Brau- und Rauchshop GmbH is an online shop that sells equipment for both amateur and professional brewers, including 0.33-litre beer bottles from Vetropack Switzerland's standard range.





UKRAINIAN PACKAGING PRIZE

Award-winning flint glass bottle

Vetropack Gostomel has won its 14th Ukrainian Packaging Star with its 0.4-litre bottles for VODA UA mineral water. This national packaging competition was held in Kiev in April for the 20th time.

Do the glass bottles used for VODA UA mineral water look familiar to you? They may well do, as these new flint glass bottles from Vetropack Gostomel were featured in the Vetrotime exactly one year ago. The 2018 Ukrainian Packaging Star therefore comes as a kind of birthday present. This is the 14th star for Vetropack's Ukrainian plant.

It is rare for Vetropack Gostomel not to be successful in one of these national packaging prize ceremonies.

An engraved poppy twists its way up the bottle's transparent wall. This underlines the natural quality of the mineral water contained in the 0.4-litre bottle. The refreshing drink with its precious minerals and trace elements comes from springs in central Ukraine.

REFRESHING

Fruity soft drinks

Vetropack's Ukrainian plant produces the green glass bottles used for the Millino soft drink known and loved throughout Ukraine. This refreshing beverage has a distinctive mild flavour of fruit, berries and herbs.

Can you think of anything better on a hot summer's day than a refreshing drink with a pleasant touch of sweetness? That's what makes Millino the perfect thirst-quencher. This soft drink is sold in Ukrainian supermarkets in 0.5-litre glass bottles made by Vetropack Gostomel. The green lightweight glass container with a screw cap is part of the standard range. The colourful label featuring the fruit and herbs used to flavour the drink is as vibrant as the one-way bottle itself.

The refreshing beverage, which contains natural sugar syrup and crystal-clear water, comes in various flavours: ranging from peach, blackberry, barberry and tarragon to the more traditional lemon aroma, there is something to suit every taste. Millino soft drinks are lightly carbonated and have a unique mild flavour.



FULL OF CONTRASTS

Urban beer

Vetropack Austria is producing the new green glass bottles for the Ottakringer Sechzehn and Ottakringer Helles beers. Each of these one-way bottles with a crown cork closure holds 0.33 litres of the drink from Vienna's oldest brewery.

Eye-catching, striking, bold. This describes the new green glass bottle made by Vetropack Austria for Ottakringer Sechzehn. The name "Ottakringer", which comes from the 16th district (Ottakring) of Austria's capital city, features prominently across the shoulders of the bottle. Another distinctive feature is the screen-printed hop motif in bright yellow. This colour is picked up again in the crown cork and the lettering. The 0.33-litre one-way bottle is available with either screen-printing or a traditional paper label – also in green and yellow tones.

Ottakringer Sechzehn and Ottakringer Helles are both Märzen beers. Whether it's at an after-work party, a club night or in a small gathering of friends, fans of these urban hop-based beverages can enjoy them wherever they want.



Looking for glass packaging for food or drinks? You'll find more than 900 items in our online catalogue. Just use this QR code!

NATURAL

New design after 22 years

Twenty-two years after its launch, the Font Vella glass bottle has been redesigned to lend it even more elegance and distinction. Vetropack's Croatian plant in Hum na Sutli produces the turquoise bottles for the Spanish mineral water in three different sizes.

The blue colour has a calming effect and makes you think of water. And now this fine beverage has been given refreshing new glass packaging. Vetropack Straža manufactures the turquoise glass bottles for the Spanish mineral water Font Vella in three sizes: 0.33 litres, 0.5 litres and 1 litre. The screw cap and simple label around the bottle are a darker shade. The area from the rounded shoulders to the middle is hatched with vertical lines, as if the water is trickling down the bottle. There is nothing reminiscent of the previous transparent long-necked bottle with a crown cork closure.

The glass bottles are produced exclusively for the catering industry. Despite their simplicity and natural look, they are sure to stand out, as they are now boasting a brand new design after 22 years.



CLASSIC

A simple and harmonious design

Vetropack Switzerland produces the cuvée glass bottles for Fin Bec's range of classic wines. The simple 0.75-litre container goes perfectly with the equally unobtrusive label.

The neck of this traditional cuvée-coloured Burgundy bottle flows smoothly into the body, with the engraved "FIN BEC" lettering providing a jaunty finishing touch. Vetropack's Swiss plant in St-Prex manufactures the 0.75-litre bottles with a cork finish for the classic range of wines produced by Cave Fin Bec SA.

The Valais-based winery offers a wide array of different wines for connoisseurs, including the Pinot Noir and the Fendant pictured here. Assemblages, speciality wines and sparkling wines round off the selection.





FILLED WITH IMPETUS

Beer for refined tastes

Vetropack Italia produces the 0.75-litre cuvée bottles for the Italian beer from Piedmont-based brewery AnimA. With their elegant look, these glass bottles add a touch of refinement to the beer-drinking experience.

The bottle produced for the Anastasia craft beer from Italian brewery AnimA boasts an attractively harmonious overall design. There is nothing to distract consumers from the real star of the show: the 0.75-litre glass bottle and the sparkling beer inside. This exclusive bottle from Vetropack's Italian plant in Trezzano sul Naviglio is cuvée-coloured and features a cork finish with an oak cork perched jauntily on top. The transparent label in blue and white blends discreetly into the overall look. In addition to the label, the back of the bottle is adorned with the engraved name "ANIMA".

AnimA's Anastasia beer is a light and refreshing drink. Three years ago, the Piedmont-based brewery was named the best in Italy at the New York International Beer Competition. Its range includes a further five varieties and its passionate brewers love nothing more than experimenting with new flavours, as reflected in the blazing fire motif of the logo.

NEW SIZE

Italian craft beer

Italy's "Mastri Birrai Umbri" is now available in a smaller 0.3-litre container. The new cuvée glass bottles are being produced by Vetropack Austria, while the larger 0.75-litre version is made at Vetropack's Italian plant.

The new 0.3-litre glass bottle design for the Umbrian beer "Mastri Birrai Umbri" has distinctively smooth, rounded shoulders, while its long neck is topped off with a champagne closure. It is manufactured at Vetropack's Austrian plant in Kremsmünster. The lighter colours featured on the label present a contrast to the dark cuvée glass. Yellow and orange tones are also reflected in the colour of the beer itself. Birra Cotta 21, for example, is a light white beer made with spelt and tastes of lemons and summer fruits. Birra Cotta 68, meanwhile, is more orange in hue. This unfiltered malt beer packs a powerful, bitter punch.





FRUIT BRANDY

For connoisseurs

Upper Austria's Puchheimer distillery is passionate about producing fine brandies and liqueurs. Its transparent spirit bottles are made by Vetropack Austria in Pöchlarn in three sizes: 0.5 litres, 0.7 litres and 1 litre.

Spitz, a company steeped in tradition, has been producing fine brandies and liqueurs from local fruits since 1857. In late 2017, the food manufacturer launched the new Puchheimer line of high-end brandies on the market. Vetropack's Austrian plant in Pöchlarn worked closely with multi-award-winning Austrian designer Johannes Scheer to develop the new flint glass bottles for this range. The bottle's shoulder area features a motif of Puchheimer Castle depicted in a sweeping line. The strikingly shaped shoulders and conical form give the design an aura of sheer elegance.

The spirit is available in seven different varieties and is produced primarily using fruit from local suppliers. The products therefore retain the essence of lush meadows dotted with fruit trees and fresh spring water from the Alpine foothills. The glass bottles are ideal for protecting and preserving the carefully distilled fine brandies, locking in their flavours.

DAY AND NIGHT

Subtle summer wine

Vetropack's Czech plant in Kyjov produces flint glass bottles for the Muse rosé wine from the Romanian vineyard Recaş. The motifs on the sleeve glow in various colours under UV light.

The Romanian vineyard Recaş has pulled off a master stroke with its Muse rosé wine, which has been on the market – mainly in hotels, restaurants and cafés – for four years now. The drink's subtle colour is set off perfectly by the flint glass bottles made by Vetropack Moravia Glass. The 0.75-litre bottle from the standard range features a bail-top finish and is wrapped in a matte sleeve. Under UV light in clubs and bars, the delicate floral designs on the sleeve change colour: on the day version they glow yellow, while on the night model they turn from blue to pink. Aside from their variations in colour, the two versions are also easily distinguished by the sun and moon motif on the sleeve.

Recaş is one of the largest vineyards in Romania, with a range spanning 65 different wines and sparkling wines. From low-priced options through to premium products, all tastes are catered for.





TRANSNATIONAL

Shaped like a water droplet

Thanks to the Saint John's water the Serbian beverage market is now richer for one more mineral water. Brand Saint John's belongs to the Swiss company Aquawell Group AG. Vetropack Straža produces the 0.33-litre and 1-liter bottles for this product.

Suitably, and according to its content, the transparent glass bottle is shaped like a drop of water. The bottle design for this mineral-rich beverage is ambitious yet subtle. Just as vibrant and discreet is the transparent sleeve covering the bottles, which feature crown on the bottle cap.

The well of the mineral water and the filling plant for Saint John's water are in Serbian town Kosjerić. Mineral water has a long tradition there. In the municipal archives, a source called "Banjica", the well from where Saint John's water comes from, is first time mentioned between 1300 and 1450. Saint John's mineral water contains an optimal mix of minerals and a balanced concentration of calcium and magnesium. These two essential minerals serve several important functions in the human body. For example, magnesium relaxes the muscles.



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

CONTAINER GLASS INDUSTRY

"Glass is an incredibly fascinating material"

Adeline Farrelly (AF) is Secretary General of the European Container Glass Federation FEVE. Vetrotime talked to her about working at federation level, the challenges facing the container glass industry and glass as a material.



From l. to r.: Romeo Pavanello, Technical Consultant for the product's environmental footprint; Fabrice Rivet, Technical Director, responsible for all scientific and legal questions; Adeline Farrelly, Secretary General; Laure Vanderbrugge, Office Manager, overall responsibility for logistics, accounting and administration; Michael Delle Selve, Senior Communications Manager, responsible for marketing and communication and the Europe-wide Friends of Glass campaigns; Jean-Paul Judson, Public Affairs Manager, representing the interests of the glass industry to EU institutions, politicians and political decision-makers

How long have you been working for FEVE and how did it come about?

AF: Exactly ten years. I had been working for various organisations in Brussels since the 1990s, so I was familiar with the special working environment of this city. I was very happy to join FEVE to represent the tradition of European glass manufacturing. Glass is such an important sector of industry which is often taken for granted and we needed to change that dynamic.

What have been the main challenges of recent years?

AF: A famous quote from the philosopher Jean-Paul Sartre is "Hell is other people". I wouldn't go quite that far, but I believe that our "inferno" is other materials. The packaging market is highly competitive and we have to be out there in front. The challenge is to keep on presenting why glass is the most attractive packaging option for food, drinks, cosmetics, perfumes and pharmaceuticals. We have to work with the industry on a Europe-wide programme to promote it.

That also means speaking up loudly for our industry in Brussels and liaising with the authorities. That's the only way to share specialist expertise and make sure everyone knows how EU regulations can impact our businesses.

It must be difficult to work at federation level with all the different interest groups. How does FEVE manage to get them all pulling in the same direction?

AF: Bringing everyone together is challenging but essential to our progress. Obviously, everyone wants the best and views will differ. What's crucial is to build a consensus among the members and what the federation should be doing. Firstly, I think it's important to encourage people to set out the results they hope for, rather than just concentrating on the problems. Secondly, you have to let people be ambitious. And thirdly, we have to find solutions together and co-create. There's no place here for a top-down approach. Good leadership though is vital, without that you don't get anywhere. FEVE is lucky to have an active and strategic Board which challenges and supports us and drives us on. It encourages us and the members of our committees to analyse problems together and work out solutions that way.

Which project are you most proud of?

AF: The best projects are the successful ones. One of those is Friends of Glass. Today, half of all consumers choose more glass packaging than they did three years ago. Personally, I'm proud that we have undergone two restructuring processes without losing our focus. That is mainly thanks to my team. The ability of a team to cooperate and pull together is the key to success. I'm very proud of the FEVE team, its diverse capabilities and its ability to cope with pressure. It's very satisfying to work with professionals like that, to have a laugh or a cry with them and enjoy the breakthrough moments together.

What challenges will the container glass industry have to face in the next few years?

AF: When I began working at FEVE in 2008, it was inconceivable that, ten years later, there would be negative headlines about plastic all over Europe. Obviously, that

could present an opportunity for glass. But it also shows how volatile our world is. We need to carry on working to promote how glass is the most sustainable of all kinds of packaging. No other material is inert, 100 per cent recyclable, reusable and refillable. Glass is unique!

We also need to work on energy sources for the future. We have already managed to reduce the CO₂ emissions from glass production significantly. But we also need to think about the role of renewable energies in production; an "Innovation" working group is looking at that.

What goals does FEVE have for the next few years?

AF: Our industry subscribes to the UN Sustainable Development Goals. The three main ones for the coming years are to create a circular economy for packaging materials so that they are all recyclable, reusable or refillable, and safe for consumers; to intensify cooperation with consumers, brand owners and retailers to enlarge the market for glass packaging; to help our industry reduce CO₂ emissions in glass manufacturing and to preserve jobs in Europe.

What can FEVE do to strengthen consumer confidence in glass?

AF: Consumers already have great confidence in glass! 85 per cent would recommend glass to their friends. Our surveys show that consumers prefer glass because products in glass containers taste better, there is no chemical exchange between the product and the packaging and glass is directly recyclable into food grade material without any loss of properties. The question is how to strengthen the confidence of brand owners and retailers to use more glass. Many consumers think they should be offering more products packaged in glass. We must intensify our efforts to enter into dialogue with that target group.

What contribution is FEVE making to the current debate about the problem of plastic?

AF: It's hard for us to participate in this debate. Mostly it is confined to the actual problem, so people aren't talking about the role of glass. We are highlighting the advantages

of glass in our latest campaign #CheersToTheOcean (see page 20). We need to work with the authorities, campaign for better collection and recycling facilities across Europe and ensure that sustainable packaging becomes the norm.

What difficulties does the industry face in asserting its own interests in Brussels?

AF: The Commission proposes a new EU regulation, and national governments and the directly elected members of the European Parliament vote on it. Then it becomes law. That's why it's important for us to talk first to the Commission as well as to the other relevant parties in Brussels and non-governmental organisations. Together with 15,000 other representatives of interest groups in Brussels, we are trying to attract the attention of governments and the European Parliament. The challenge is to get your voice heard above all the others.

What fascinates you about glass as a material?

AF: It is beautiful, traditional, functional. It's incredible that glass has been around in the world for far longer than any other material and it is still used for the same purposes as it was 3,500 years ago. And it's also fascinating that we are still a long way from knowing about all the properties of glass. The prospects look good!



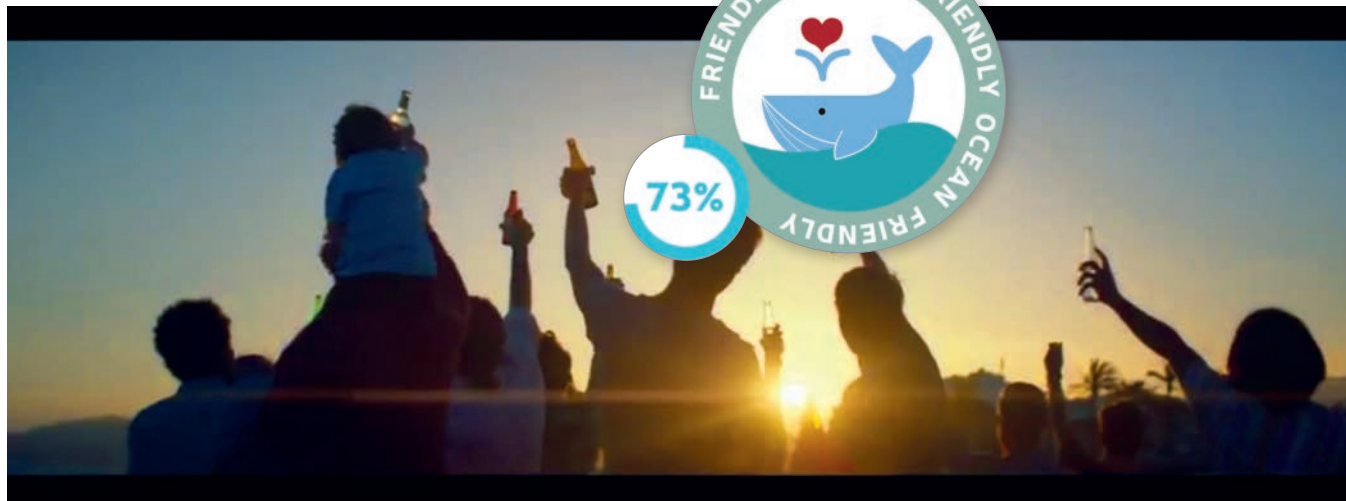
Adeline Farrelly
Secretary General of FEVE

Education: studied Politics and Spanish at the University of Dublin, Ireland, Certificate in Marketing at the Marketing Institute of Ireland

Career to date: 28 years of professional experience in Brussels for various private and institutional organisations such as the European Commission, European Parliament, Deloitte and EuropaBio – an EU association for the biotechnology industries; an active member of the Countess Markievicz Circle which supports women wishing to be elected to parliament, a Member of the Board of CETIE (International Technical Center for Bottling and related Packaging) and Glass Alliance Europe, where she also serves as secretary general in alternation with others

FEVE

FEVE, the European Container Glass Federation, is the association of European manufacturers of glass packaging containers and machine-made glass tableware. The federation represents the container glass industry at an international and European level, serving as a forum for examining common questions. FEVE maintains a dialogue with the European institutions and agencies on environmental, trade and other important issues relevant to the industry. The federation promotes glass packaging and glass recycling, complementing the activities of the glass industry at a national level.



SUSTAINABILITY

Protecting the oceans



If we do not change our behaviour as consumers in the next few years, there will be more plastic than fish in the sea by 2050. Friends of Glass has therefore launched a new campaign to protect the oceans: instead of letting them drown in plastic waste, we must ensure they last forever as an "Endless Ocean".

We use plastic every day, and a large proportion of it ends up in our oceans, rivers and lakes. Currents and eddies in the ocean, for example, cause huge "islands" of plastic to form. It is estimated that there are already five giant accumulations of waste around the world: in the North and South Pacific, the North and South Atlantic and the Indian Ocean (see also: 5gyres.org). The existence of the plastic islands in the North and South Pacific and in the North Atlantic has been backed up by scientific evidence. The largest heap of waste has an area of around 1.6 million square kilometres, which is 19 times the size of Austria and contains at least 79,000 tonnes of plastic.

This is why Friends of Glass has launched its "Endless Ocean" campaign to raise awareness of pollution in oceans, lakes and rivers and spread the word about the environmental benefits of glass. The packaging material customers choose when they go shopping has a crucial impact on the environment. If they opt for a glass bottle just one more time per week, this will have a beneficial effect for the planet. This is because glass does not end up as microparticles in oceans, rivers and lakes, which means it doesn't ultimately make its way into our food chain either.

Glass – ocean-friendly packaging

A Europe-wide online survey carried out in March and involving 6,300 participants revealed that three out of four Europeans consider glass to be the "ocean-friendliest" type of packaging. Of those surveyed, 72 per cent now view protecting the oceans as an important aspect of their lifestyle.

This starts with the products they choose and how they are packaged when they buy them. In Europe, 78 per cent of people say that they have changed their behaviour and pay much more attention to the environmental impact of their day-to-day decisions.

Packaging is an integral part of the food and drink industry. As a natural material, glass is great for protecting products and offers numerous advantages in terms of sustainability. Being virtually inert, it does not release any harmful chemicals. What's more, glass can be recycled frequently and infinitely. When it comes to producing glass packaging, the proportion of cullet used is important. The higher this is, the lower the level of energy consumption and CO₂ emissions.

On 8 June, World Oceans Day, Friends of Glass invited people to drink to the health of our oceans as it launched the "Endless Ocean" campaign. Together with the marine conservation organisation Surfrider Foundation Europe, the association aims to protect 300,000 square metres of coastline and highlight the issue of ocean pollution. One of the schemes they are using to do this is a video in which members of the Friends of Glass community team up with the Danish band "The Bottle Boys" (known for their music played on glass bottles) and Spanish professional surfer Aritz Aranburu to drink a toast to the oceans.

Why don't you raise a glass to the world's oceans too and share your contribution with the hashtag #CheersToTheOcean?

You can watch this impressive video via the QR code above.

EXPERIENCING GLASS

A glimpse behind the scenes

Numerous bloggers from Austria accepted an invitation from the Austrian branch of Friends of Glass to visit the Vetropack glassworks in Pöchlarn in July. The event was rounded off with a culinary highlight: a "Déjeuner sur l'herbe" (lunch on the grass) in the vineyards of the nearby Krems winemaker. It proved a successful and sociable day dedicated to good health and sustainability.



© Wolfgang R. Furst

The bloggers set off on their glassworks tour in Pöchlarn kitted out with protective goggles and jackets, seeing for themselves the hard work involved in the process from melting the raw material at around 1,600 degrees Celsius and moulding the molten glass through to palletising and carrying out meticulous checks on the glass packaging. Since glass is a sustainable packaging material with a fully closed material cycle, recycling is an extremely important part of glass production. The used glass being delivered to the plant demonstrated this to impressive effect.

The glass-themed day was finished off with an enjoyable and tasteful picnic amongst the vines of the Krems winemaker. After the tour, the guests could clearly see the benefits of glass as a healthy packaging material: gathered around a long, beautifully decorated table, they were won over by the advantages it offers. Glass acts like a safe, protecting its contents, preserving the natural flavour of food and preventing anything from getting into it from outside. The choice of wine, specially selected to complement the menu, reflected the unadulterated flavour of the food on offer.

SCHOOL COMPETITION

Glass takes centre stage

For the 11th time now, Italy's schools have devoted their attention to the topic of glass and glass recycling, with students at primary and secondary level submitting over 230 projects. The "Glass Circle" school scheme is supported by Italy's glass industry association Assovetro and the Italian glass-recycling organisation CoReVe.



Glass is healthy and protects the environment! This year's "Glass Circle" school project aimed to teach Italian school-children about these valuable properties, as well as the benefits of glass for food safety, in a fun way. After taking a closer look at glass recycling and the glass cycle together, all the students were invited to take part in a competition. It was entirely up to them to decide what form their submission to the contest would take: whether they chose to produce a video, a song, a play or a magazine, their imagination was given free rein.

The only condition was that the classes had to develop a second piece of work out of the first – just like the glass cycle, in which resources are used to keep generating new products.

First place in the primary-school category was awarded to Class 4 at the Gianni Rodari School in Verbania, Piedmont,

for their "Just glass" project. This involves a glass-themed card game and a video shot by the children themselves in the local Piedmontese dialect.

The winner of the secondary school category was Class 2 from San Cesario di Lecce school in south-eastern Italy with the project "Glass – a good friend". The secondary-school students also made a short film, with glass and all its properties playing the main role in the fictional city of "glass country".

"We firmly believe that environment awareness should be a central part of the school curriculum in this day and age", says Marco Ravasi, Head of Container Glass at Assovetro. "We are keen to give the children a closer insight into the diverse qualities of glass and show them why this fully recyclable material is so great for the environment and for our health."

FRAGMENTS OF CULTURE



APPLE VARIETIES IN JARS

A mouth-watering display

The "What does Switzerland eat?" exhibition at the National Museum in Zurich gives visitors the chance to look into Switzerland's cooking pots. Unusual objects from Swiss food culture and carefully staged still-life pictures ranging from the 15th to the 21st century are on show. The exhibition features gastronomic achievements that have gained worldwide fame alongside local specialties

from various parts of the Alpine nation. Amongst the items on display are 120 varieties of apples in transparent wide-mouth jars. There are thousands of types of apples in the world. The most well-known variety is the cultivated apple, which many people like to eat.

GLASS WORKS OF ART

Over the past year, various museums have been showcasing the works of Ettore Sottsass (1917-2007) in homage to the Italian architect and designer. In Venice, Italy, the Fondazione Giorgio Cini paid tribute to Sottsass with its exhibition "The Glass" which features his fascinating glass works of art. More than 220 pieces went on show for visitors to see, many of them for the first time. "Sottsass' glass works are complex organisms; in terms of design each one has its own character", said curator Luca Massimo Barbero. The project was the starting point for a new permanent exhibition by and about international glass artists. The aim is to demonstrate the many possible applications of glass and put it back under the spotlight of the international art scene.

During the 1940s, Ettore Sottsass forged a close business relationship with the famous glassmakers of Murano and exhibited his own works resulting from this collaboration at the 1948 Venice Biennale.



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