

VETROTIME



MARKET

Oil, vinegar
and spices

NEWS

Vetropack Improved
Performance Glass

FÊTE DES VIGNERONS
A tribute to viticulture

04 EYE-CATCHER	Decorative glass
06 NEWS	Vetropack Improved Performance Glass
08 MARKET	Quality food
12 INSIGHT	Circular economy
16 FÊTE DES VIGNERONS	Centuries-old tradition of winegrowing
18 NEW DESIGNS	Diversity in glass
26 FRAGMENTS OF CULTURE	Travel tips

Imprint

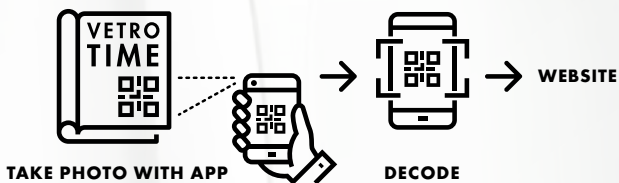
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On the cover picture. Oil, vinegar and spices are the ingredients for a tasty summer salad. Glass is the ideal packaging material for these quality foods. There are no limits on the variety of shapes it can take. Glass bottles and spice jars look striking on the shop shelf as well as on the dinner table.



Dear readers,

Days like these are glorious, when the sun is shining and the nights never seem to end because there is always good reason to celebrate. The months of July, August and September have played host to summer celebrations since the dawn of time – from major official festivals to small family gatherings. This year, the Swiss National Day (1 August) falls right in the middle of the Fête des Vignerons (Winegrowers' Festival). Vetropack is one of the official sponsors of the event (see pages 16 and 17). And, if you are still undecided as to where and how you fancy celebrating, we have two more top tips for you: let yourself be inspired by the South Tyrolean Wine Road or pay a visit to Bavaria's Glass Route, featuring the Zwiesel Forest Museum (pages 26 and 27).



But there is another reason why I love the summer months. Refreshing beverages never taste better. This pleasure sets in as soon as the cool bottle hits your hand. It is not without reason that it is advisable to keep the palms of your hands and wrists cool in extreme heat. But, even if temperatures do not soar this summer, I might be inclined to enjoy a light beer or two from time to time. I use the term light because the beer's bottle is virtually weightless. We have collaborated with the Mohrenbrauerei in Vorarlberg to bring the world's first multi-trip bottle made from Vetropack Improved Performance Glass, or VIP glass for short, to the market. The VIP glass used in multi-trip bottles is made from lightweight glass and is produced exclusively by Vetropack. The 33 cl bottles weigh just 210 grams – a third less than their predecessors. But this is just one of their advantages – take a look at pages 6 and 7 to read some of the others.

Another new feature for this summer is the symbiosis between the printed editions of Vetrotime and information that appears online.

Because not everything lends itself to the printed page, with some content involving moving pictures. Thanks to QR codes, you can now retrieve earlier editions of Vetrotime as PDFs as well as film-based content. For example, this edition lets you see with your own eyes how multi-trip bottles made of VIP glass are hardened (page 7) and view new designs in more detail (pages 19 and 21). It is worth a watch.

We hope you have fun discovering summer and Vetrotime!

Kind regards

A handwritten signature in blue ink, which appears to read 'J. Reiter'. The signature is fluid and cursive.

Johann Reiter
CEO Vetropack Holding Ltd

EYE-CATCHER



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EDUCATIONAL TRAIL

“VITROPARCOURS”

The new educational trail around the ramparts of the small village of Romont in Western Switzerland invites visitors to discover everything there is to know about glass. The “Vitroparcours” trail uses fun activities to provide information on processes from glassmaking through to recycling at eight information posts. The educational trail along the town walls offers visitors a breathtaking view of the surrounding scenery, thus forging a link with the region’s historical heritage. If the weather’s bad, it’s worth paying a visit to the Vitromusée (www.vitromusee.ch).

Glass beehive

The fascinating life of bees is best observed through the glass walls of this small beehive manufactured in the Czech Republic. The beehive, which can be easily transported, is perfect for presentations at trade fairs, schools or nurseries. There is no risk of getting stung,

which means that even children can enjoy an initial insight into the hustle and bustle of the busy bees. The beehive can also be used for breeding new bee populations. Vetropack Moravia Glass awarded this glass beehive a prize as part of the “Little things around us” project.



LITERATURE

Book recommendation

“Noch besser leben ohne Plastik” (How to live even better without plastic) demonstrates that we can live our everyday lives virtually plastic-free nowadays. In many countries, there are already shops that sell their items loose, making an active contribution to reducing packaging waste.



UPCYCLING

FROM A MASS-PRODUCED PRODUCT TO ONE-OF-A-KIND PIECE



Hamburg-based artist Sybille Homann started experimenting with bottle glass back in the 1990s. By cutting and rearranging the glass, she highlights the colourfulness and variety of shapes of bottles given to her by friends, neighbours and restaurants. Homann uses this “pool” to design her colour and shape combinations. All products are made by hand in small batches, resulting in each piece being a little different from the rest.

MARKET LAUNCH

Vetropack Improved Performance Glass – the world's first multi-trip bottles made from lightweight glass

Good things come to those who wait: after intensive research and testing, the world's first multi-trip bottles made from lightweight glass are now on the market. This hardened glass packaging goes by the name "Vetropack Improved Performance Glass", or VIP Glass for short. And Vetropack is the only manufacturer that makes it.



Alongside Mohren Spezial, Mohren Pfiff is one of the most popular Mohren beers.



The two Managing Directors of Mohrenbrauerei Vertriebs KG, Heinz Huber (right) and Thomas Pachole, unveil the first-ever multi-trip bottle made from lightweight glass.

The first lightweight multi-trip bottles made from VIP Glass were launched onto the market on 15 April. The Mohrenbrauerei brewery in the Austrian province of Vorarlberg "treated itself" to these innovative bottles as a kind of anniversary present for its popular Mohren Pfiff. One of the brewery's best-loved beers, it is celebrating its 30th birthday this year. To mark the occasion, Pfiff bottles are getting a new, pioneering design whose contents are now defined by a blend of tradition and modernity, enjoyment and environmental protection.

Thermally hardened multi-trip bottles

The lightweight multi-trip VIP Glass bottles are produced in two stages. In the first step, the lightweight glass bottles are made using the tried-and-tested narrow-neck press-blow method before undergoing thermal hardening. This involves reheating the glass containers at a maximum of 700°C and then cooling them evenly inside and out. This method enables lightweight glass packaging to be used as a multi-trip bottle, in this case weighing about the same as a one-way bottle.

For the sake of the environment

The new 33 cl Pfiß multi-trip bottle made from lightweight glass roughly weighs in at just 210 grams, 90 grams less than its predecessor. That saves an impressive 1.8 kilogram per crate! The reduced weight brings additional advantages that benefit the environment: manufacturing lightweight bottles requires fewer raw materials and helps to preserve resources. At the same time, CO₂ emissions are cut considerably as much less material is consumed and a high percentage of used glass is used as a secondary raw material. As well as saving resources and energy in production, transport costs are also noticeably lower. Thanks to the lightweight bottles, less weight is transported on the roads.

“Our new multi-trip lightweight glass bottles really help to make life easier for our staff in their day-to-day work too because they weigh less and are straightforward to clean”, says a happy Heinz Huber, one of the Managing Directors of Mohrenbrauerei Vertriebs KG. In addition, less energy is used in the bottle washing machine, as less mass has to be heated and then cooled again. The Managing Director is, however, particularly proud of how enthusiastic consumers have been about the bottles’ low weight and simple handling.

The Mohrenbrauerei will be gradually replacing its old bottles with the new multi-trip lightweight glass ones over

the next six months. All the old Pfiß bottles – numbering nearly four million – are to be returned by rail to Vetropack to be made into new glass packaging.

VIP Glass – the next steps

The thermally hardened VIP Glass used in multi-trip bottles has the same properties as conventional glass packaging, being fully recyclable and inert. In other words, glass does not and will never have an impact on odour or flavour; it remains impermeable and does not interact with its contents in any way.

These initial 33 cl multi-trip beer bottles made from lightweight glass are just the beginning. Vetropack will be designing more bottle shapes from VIP Glass in the coming months.

So watch this space!

The narrow-neck press-blow method

This type of production is a variant of the press-blow method. A plunger is pressed into the liquid-glass composition while it is still in the blank mould, reducing the thickness of the container walls yet keeping it even. Switching technique from the traditional method to the narrow-neck press-blow method has enabled the production of thin-walled glass containers – lightweight glass, in other words.

Thermally hardening of flat glass

Glass can be hardened using a thermal method to make it stronger, first being heated evenly in a furnace before being cooled quickly in a controlled process. This technique has been employed successfully on flat glass for decades. Typical uses include safety glass for window panes, glass frontages, display boards and windscreens.

Thermally hardening of container glass

Although it sounds easy, it is anything but. Container glass has different geometries and wall thicknesses to flat glass, posing a huge technical challenge during the hardening process. Experience, technical equipment and finesse are required to turn a lightweight glass bottle into a multi-trip lightweight glass bottle.



Thermal hardening

How lightweight glass bottles become reusable VIP Glass – manufactured exclusively by Vetropack.

OIL, VINEGAR AND SPICES

Vibrant summer salads

Oil and vinegar are part and parcel of a tasty summer salad and spices lend this light seasonal meal that certain extra something. Vetropack manufactures glass packaging in different shapes and sizes for these different foods. This packaging is an eye-catcher on the shop shelf and ensures product quality.

Light and refreshing meals are just the thing on hot summer days, and crispy seasonal salads are a favourite among consumers. High-quality oil and vinegar varieties as well as spices form the ingredients which, mixed correctly, significantly contribute to the taste of a salad. Protecting these fine products requires particular attention. No packaging material is better suited to this task than glass, as it retains the variety of different aromas and has no impact on taste.

The Vetropack Group manufactures oil and vinegar bottles as well as a diverse range of spice jars. Alongside standard

bottles, Vetropack also has custom-made bottles in its portfolio. There is no limit on the variety of shapes available: from round-ended vinegar bottles and square-ended spice jars right through to ten-sided oil bottles. And you can choose between long and narrow or short and wide bottle necks and bottles with or without engravings.

"Variety's the very spice of life."

William Cowper, 1785

Particularly high-quality oils and vinegars are also readily available in 0.5-litre containers. But the traditional 0.75- and 1-litre bottles are also still popular in supermarkets. Customers are increasingly looking for customised packaging in order to distinguish themselves from their competitors. Vinegar and oil are filled in amber-, green-





or white-glass bottles. Spices tend to be filled in white-glass jars. The brightly coloured spices can then be shown off well, ensuring a splash of colour in your spice cupboard.

Fatty acids are paramount

Consumers are guided by taste when selecting oil for their food. That said, the proportion and composition of fatty acids in oils are crucial for health as they can affect the condition of our blood vessels both positively and negatively. And the popular oil varieties of sunflower, rapeseed and olive oil differ greatly in this respect.

Olive oil boasts a high content of monounsaturated fatty acids. It is also very rich in vitamin E and K and other substances such as polyphenols that reduce the risk of cardiovascular diseases.

Rapeseed oil is a particularly good source of the essential fatty acids linoleic and linolenic acid. The latter is one of the omega-3 fatty acids and has many positive effects on the body. Rapeseed oil also has a lot of vitamin E: just a table-spoon provides one third of your reference intake.

Vinegar – the all-round sour seasoning

The Ancient Egyptians and Romans produced vinegar by fermenting alcoholic liquids with acetic acid bacteria. Today, grapes or wine and apples grown using conventional methods form the basis for making vinegar. Only





fruit cultivated without any chemicals is used for organic vinegar. Apple vinegar is one of the most common varieties of vinegar. Because of its taste, it is used as a seasoning for salads, fish and poultry dishes and also serves as the basis for sparkling fruit juice drinks. And, because it is high in potassium, it is also very healthy as well as being popular.

Balsamic vinegar also has a great many fans. This fragrant vinegar from the Italian province of Modena stands out because of its dark brown colour and sweet-and-sour taste. It is therefore suitable not only for salad dressings but also for adding that little something extra to desserts.

Its disinfecting effect means that it is used in naturopathy for skin problems or in the bathroom to disinfect taps and

sinks. A few sprays of vinegar in water let you clean your windows without any streaks and say goodbye to chemical descaling agents.

Prepare your salad in a jar – stacking allowed

You can prepare salads in a preserving jar for when you are on the go. So the salad stays crisp, take note of the following:

- first, pour your sauce into the jar.
- Next, add the harder vegetables like carrots or radishes.
- Then add the salad leaves. Well-dried salad will keep for longer.
- Foods high in protein such as chicken, cheese or tofu should be added last.
- Shake the jar well before eating so that the sauce mixes thoroughly with the salad. Bon appetit!

The salad will stay fresh for several days and also looks great.



SPONSORSHIP

Rising awareness of food safety

A national conference on food safety was held in Zagreb in late April, with Vetropack Straža as one of the sponsors. The question of using the right packaging also plays a part in this increasingly important issue.

Estimates by the World Health Organization suggest that, every year, one in ten people fall ill after consuming food or drink contaminated with bacteria, viruses, parasites or chemical substances. As well as bringing pain and discomfort to the individual concerned, contaminated and rotten food also hinders a country's social and economic development. Food safety thus plays a key role in several of the Sustainable Development Goals that UN member states intend to achieve by 2030.

The term "food safety" covers measures and strategies that help to ensure that end users can consume food and drink without any concerns and that they do not impair or damage their health.

Responsibility for guaranteeing the safety of food and drink lies first and foremost with the food industry, which needs to ensure that its food and drink products meet the legal requirements and pose no risk to consumers. Compliance with these regulations is checked regularly.

Glass packaging guarantees product quality

Experts from various industries exchanged ideas on topics including health and food quality at the Zagreb conference entitled "Food Safety – Authenticity and Consumer Protection". Potential ways of combating food waste effectively were also discussed.

Joining the conference via video link was Biljana Borzan, a qualified doctor from Zagreb who is also a member



of the European Parliament and of the Committee on the Environment, Public Health and Food Safety. She spoke about the differences in quality between products from different EU countries.

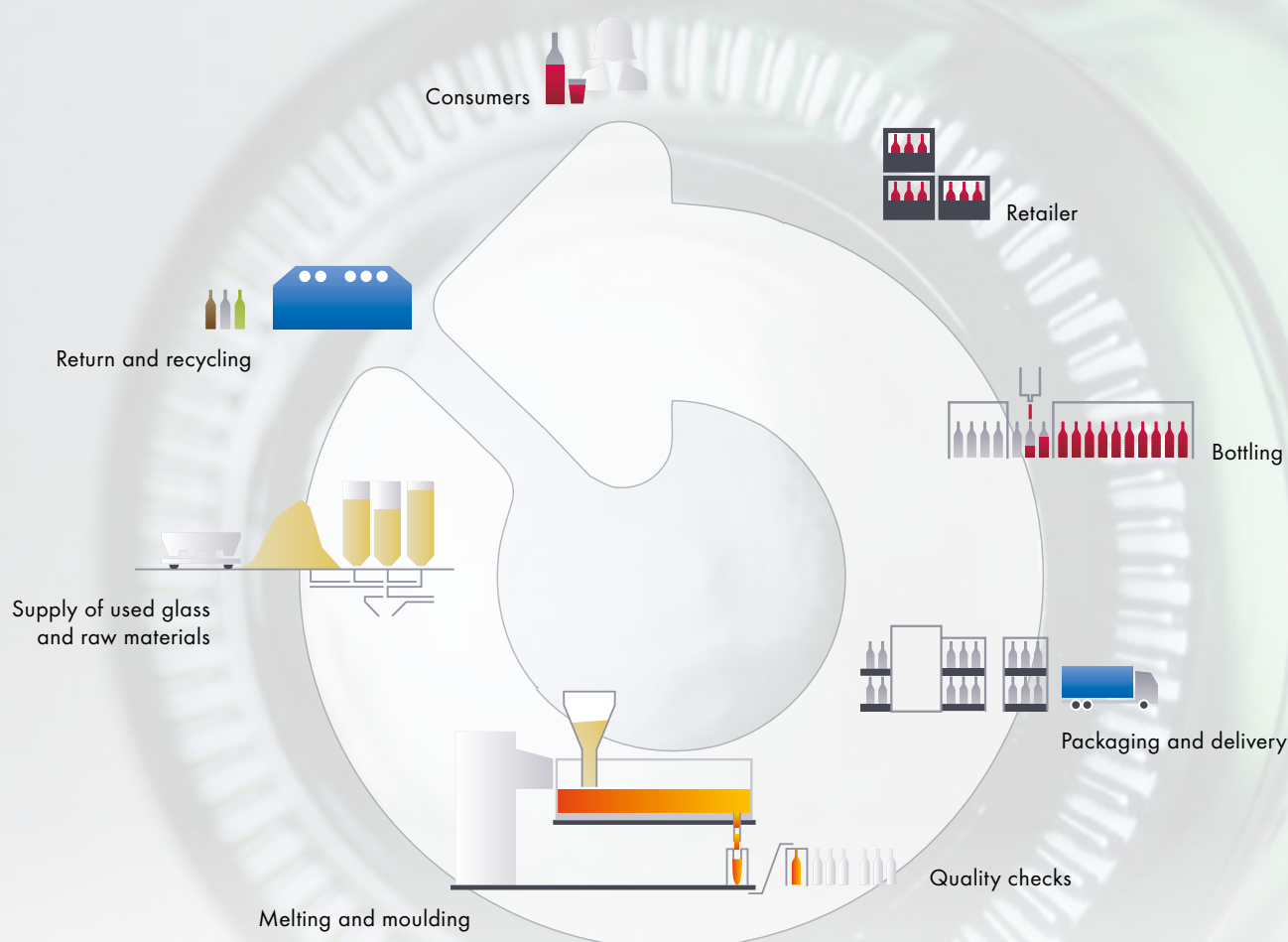
However, food safety is not just about how it is made: its packaging can contain substances that pass into the human body when the food is consumed and that may pose a risk to health.

Robert Zdolc (pictured), Head of Technical Customer Services at Vetropack's Croatian plant, talked about packaging as a guarantee of safety and product quality. And glass boasts significant advantages over other packaging materials in this regard:

- it is completely impermeable and inert;
- it is odourless and has no impact on taste;
- it does not interact with its contents;
- it preserves the natural taste, original flavour and vitamins of the food.

"World Food Safety Day"

In order to raise awareness of the importance of food safety in protecting consumer health, the 73rd session of the UN General Assembly passed a resolution making 7 June "World Food Safety Day".



THE CIRCULAR ECONOMY

"Glass is the perfect fit for a circular economy"

In March 2019, the European Commission signed off a comprehensive report on the implementation of the circular economy action plan. The report outlines the future challenges for shaping the European economy and paves the way for a climate-neutral circular economy that minimises pressure on freshwater and natural resources and ecosystems.

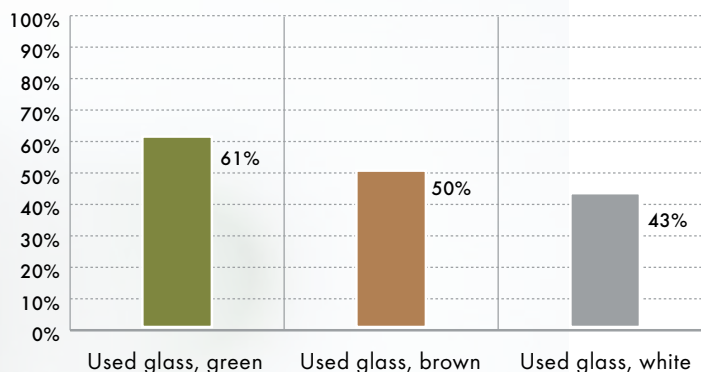
In the circular economy, existing materials and products are shared, leased, reused, repaired, refurbished and recycled for as long as possible. This extends the life cycle of the products and reduces waste to a minimum. At the end of a product's service life, its constituent resources and materials remain in the economy as far as possible.

Rise in collection rates

The circular economy stands in contrast to the linear economic model ("disposable economy") and is no novelty in

the glass packaging industry. There are virtually no limits on the extent to which glass can be recycled – something that Vetropack caught onto in Switzerland back in the 1970s, pioneering the process of glass recycling. Today, the Vetropack Group collects used glass for recycling in all countries in which it operates glassworks, either off its own bat or by joining forces with special-purpose associations. This is because up to 60% of it can be used to produce white and amber glass and up to 100% to make new green

Mixing ratio of raw materials to used glass



The percentage of used glass relates to the Vetropack Group as a whole. In individual glassworks, used glass makes up as much as 83% of the raw material.

glass. This figure depends heavily on the quality of the resources being collected and the way in which it is processed. In 2018, the proportion of used glass in Vetropack Group's output came in at 54%.

The use of used glass can also significantly cut the consumption of melting energy – 3% of energy and 7% of CO₂

emissions are saved for every 10% of used glass. By manufacturing glass packaging, Vetropack is creating economic, environmental and social added value. The principle of sustainability is something that our customers are holding dearer and dearer to their hearts as today's consumers are more health-conscious and environmentally aware.

There is good reason to believe that the increased demand for glass packaging will have a positive impact on the circular economy in the future. The stipulated collection rates for glass will continue to rise in the EU, meaning more used glass will end up in the recycling process. More used glass will thus be available in future.

Proactive commitment to the environment

Glassmaking is an energy-intensive process. Having said that, glass packaging is in fact sustainable as it can be recycled again and again without its quality deteriorating. Vetropack strives to be as environmentally friendly

as possible in its production and has given environmental protection pride of place in its corporate strategy. That is why the proportion of used glass in production is steadily on the rise and energy consumption is constantly being minimised, amongst other things. This is how Vetropack meets the demands of customers, investors, employees and the public alike.

"The transition from other packaging materials towards glass is palpable. This change is being driven by society as glass is increasingly being perceived as a healthy and environmentally friendly product – and rightly so. Its excellent properties and 100% reusability make glass particularly attractive. That's why glass is the perfect product for the circular economy."

Johann Reiter, CEO

Securing transport from the plant to the customer remains a challenge. For some years now, the pool of available HGV transport companies has been shrinking, but Vetropack is well prepared for this, shifting shipments from road to rail and using a specially developed transport marketplace for HGV journeys. Bids for transport services are published on this marketplace on an ongoing basis and Vetropack selects the quotations that best match its requirements. But the mobility of our own employees and the

composition of our vehicle fleet are also relevant points that have come to the fore.

Due to their high energy consumption, regulatory pressure on glass manufacturers is intensifying. In partnership with the "International Partners in Glass Research" (IPGR), Vetropack is increasingly addressing new approaches and issues. CO₂-free glass production, which could be achieved by using electrical energy to melt used glass

and raw materials, is just one of the examples on the table. Since additional CO₂ is generated when raw materials are melted, the aim here is to reduce primary raw materials, i.e. to increase the use of used glass.

Investing in furnaces

In order to minimise the ecological footprint of our glass packaging and to meet the most exacting quality and efficiency requirements, we are constantly investing in the mainstays of our production – our furnaces. In 2018, we renovated the white-glass furnace at our Slovakian plant in Nemšová. With the addition of a glassblowing machine, the plant received another line, increasing capacity

Renovating a furnace usually leads to energy efficiency gains of approximately 10 to 15%.

by around 40%. This step also made it possible to scale down specific energy consumption and thus the quantity of flue gas. This forward-looking investment is extremely significant for the Slovakian plant and will support our

growth in the region. A furnace at Austria's Kremsmünster site was also comprehensively renovated last year. The new furnace not only has a larger melting surface but also produces fewer emissions.

Furnace 72 in Nemšová underwent renovation this year (see page 22f.). You can find further information in the 2018 Sustainability Report.

Climate policy: what the European Union is doing

A clean planet for all

In November 2018, the European Commission adopted a strategic long-term vision for a prosperous, modern, competitive and climate-neutral economy by 2050 – “A clean planet for all.” The strategy demonstrates Europe's desire to achieve climate neutrality by investing in realistic technological solutions and empowering its citizens. The goal is for Europe to be the first major economy to be climate neutral by 2050.

Ban on disposable plastics

The European Parliament in Strasbourg voted by a large majority to ban single-use plastic items such as plates, cutlery, straws and cotton buds. More than 80% of the waste in the world's oceans comes from everyday consumer goods from the catering trade, the beverage industry, the fast food sector or food for immediate consumption.

Sparkling wine wins Ukrainian packaging prize



The 0.75-litre sparkling wine bottle has been recognised as one of the best packaging solutions in the country in the “Ukrainian Star Pack” competition. Vetropack Gostomel is responsible for manufacturing the cuvée-coloured bottle.

The stylish shape of the bottle captivates with its elegance, and its large body merges harmoniously into its long neck. This slim neck and the strikingly small mouth are unique on the Ukrainian market. The strong cuvée green echoes the shape of this sparkling wine bottle, which appears imposing and generous at the same time. Vetropack’s Gostomel plant in Ukraine introduced the popular cuvée colour a few years ago. The sparkling wine bottle has been specially designed for a customer. Alongside sparkling wines, it is also suitable for their non-sparkling counterparts as well as other fizzy and still drinks. The bottle can be closed with a standard or crown cork or a plastic stopper, giving it an advantage on the market.

With this accolade, Vetropack’s Ukrainian plant has now scooped an impressive 15 “Ukrainian Pack Awards”.





Opening celebrations

The coronation ceremony in mid-July marked the official opening of the Fête des Vignerons. Visitors in the 20,000-seater arena were treated to a contemporary and vibrant performance that immersed them in the centuries-old tradition of winegrowing.

The Fête des Vignerons only comes around once every 20 years. The largest and oldest cultural event in French-speaking Switzerland, this traditional festival boasts a venerable history and has close ties to the Confrérie des Vignerons, the Brotherhood of Winegrowers of the Lavaux region.

An arena was set up in Vevey's spacious market square especially for this major event, while 20 exhibitions offered visitors a colourful mix of tradition, modernity and emotions all connected with Swiss viticulture. This festival now resonates way beyond the Lake Geneva region, as illustrated not least by the fact that all Switzerland's main winegrowing regions had the chance to showcase themselves in the arena. People in the region are proud of their tradition, and

thousands of them participated in the shows as singers, dancers or actors.

Vetropack was involved as sponsor of this festival, which is set to be its biggest incarnation yet. The official festival bottle was made at Vetropack's Swiss plant in St-Prex, underlining the company's ties to the Lavaux winegrowing region.

A crowning highlight

The Fête des Vignerons begins with a real highlight, the coronation of the best winegrowers of the past few years in Lavaux and Chablais. The Brotherhood of Winegrowers does not reveal this well-kept secret until during the opening ceremony. Over a period of several years, the experts in

the "Commission des Vignes" appraise and assess 94 winegrowers employed by a winemaker, the best of whom are awarded silver and bronze medals in a three-year cycle. The gold medal, however, is only presented at the coronation ceremony in this once-in-a-generation festival and undoubtedly marks the career high point of any winemaker

from Vaud. The rating system would allow several candidates to be crowned at the same time, with this year's accolade going to Jean-Daniel Berthet. Incidentally, the wine that is subsequently pressed from the grapes is not appraised as this stage of the process lies outside the wine-makers' responsibility.

Interview with Frédéric Hohl, Director of the Fête des Vignerons

What makes the Fête des Vignerons different from other large-scale events?

The Fête des Vignerons is a unique experience! First of all, there's its long history – after all, the winegrowers' festival has been going since 1797. And then there are nearly 8,000 local people taking part, including 5,500 voluntary extras and actors performing the show directed by Daniele Finzi Pasca. So it's clear that the event, which recounts a region's identity, is held in high regard.

What were the biggest challenges during the preparation stage?

The Fête takes place in Vevey's market square, where a 20,000-seater arena was built specifically for the event. Integrating these massive structures into this small town was probably the biggest challenge and took up several months. Coordinating everything with the town authorities, residents, shopkeepers and transport companies also played a key role in this regard. Mobility is another major challenge. We want to make the festival as environmentally sustainable as we can, so we need to make sure that as many people as possible can get there by public transport.

You've enchanted and enthralled people time and time again. What kind of experience can visitors expect at the Fête des Vignerons?

Visitors can look forward to an unforgettable, spell-binding and memorable experience! The centrepiece is the show itself, a magnificent mix of poetry, contemporary art, tried-and-tested tradition and technical masterpieces. And, as a Ville en Fête, Vevey will be putting on an extensive

cultural and gastronomic programme from morning till night for three weeks as part of the Cantonal Days celebrations. This means visitors can make several trips to Vevey with their family or friends and take a different experience home with them each time.

What will visitors' lasting memories be of the 2019 Fête des Vignerons?

Anyone who has been to a Fête des Vignerons will never forget it. Simply because it only comes round once in a generation! Visitors will go home feeling that they enjoyed a wonderful encounter with an entire region and its people and were part of a community that held a festive celebration for the heart and soul in a convivial atmosphere.



Frédéric Hohl was appointed Director of the Fête des Vignerons by the Council of the Brotherhood of Winegrowers. The 56-year-old boasts extensive experience in organising large-scale events and became widely known in Switzerland as Chief Operation Officer for Expo.02.

DESIGN

For the love of detail

Glass packaging for food and beverages, from the initial idea, prototype and production through to final delivery – Vetropack offers its customers all this and much more.



Attention to detail is a must when it comes to good design and is the fine line between premium products and all the rest. Glass packaging comes to life through its design possibilities – its shape, colour and variety of finishes are unique. In other words, glass packaging shapes the product and the brand and shows the consumer what exactly it holds within. This does not just come down to the information that appears directly on the glass packaging but also its look and feel that spark an image in our heads.

Vetropack's design development process can be based on the company's own designs, customer ideas or the ideas pitched by external designers commissioned by the customer. Regardless of who comes up with the idea, the close cooperation and coordination between the customer

and Vetropack's experts make certain that the product will be implemented successfully. In this context, the more precisely and comprehensively the requirements for future glass packaging are known, the more efficient and short the stage of development work will be. Exact 3D designs, which also include sealing and the label, make it easier for the customer to decide for or against certain design details. Later down the line, models made from wood, acrylic or 3D printing are used to refine the design even further. Subsequent sample production allows products to be fine-tuned on the filling line.

Only then does the final production begin... On the following pages, you will find examples of some new designs.



ENVIRONMENTALLY FRIENDLY

Total sustainability

Vetropack Switzerland produces this cuvée-coloured 75-centilitre burgundy bottle for the first organic red wine made by the Rouvinez winemaking family from Valais. The lightweight bottle plays a part in "Nez Noir" being generally acknowledged as one of the most environmentally friendly wines in Switzerland.

The burgundy-style bottle is distinguished by its light weight. Less material and energy are required to manufacture it. The distance from St-Prex to the bottling plant also reduces CO₂ emissions.

The Rouvinez family began the switch to organic wine a few years ago. "Nez Noir" ("black nose") is the first wine to bear the "Bio-Umstellung" organic label. The wine is a blend of merlot, syrah and gamaret and is named after the Valais Blacknose sheep. In spring, these sheep graze happily on the grass and weeds between the vines. This means that the soil is maintained gently and in perfect harmony with nature.

TRADITIONAL

The genie in the bottle

For many decades now, Maraska d.d. has been filling their liqueurs and spirits in 0.7-litre Zadar bottles produced by Vetropack Croatia. The original bottle has been given a modern screw cap. A bigger version of the bottle has also been designed for export.

The entire body of the bottle has been engraved to look like crystals. The stopper used previously has been replaced by a screw cap, which offers more security and protection during transport and delivery. In addition to the traditional bottle, a new 0.75-litre bottle has been designed. It has the same cross-section as the 0.7-litre bottle but is slightly taller. This bottle is designed for global export.

Maraska's Maraschino liqueur is made from sour cherries in the Croatian port city of Zadar following a traditional recipe. The Marasca cherry with its very intense flavour is originally from Asia. Besides Maraschino, Maraska d.d. also makes other high-quality spirits as well as fruit juices and jams.



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



FIT FOR THE FUTURE

A good beer in attractive packaging

The roots of today's privately owned Egger brewery date back to the 17th century. Vetropack Austria manufactures the new 0.33-litre bottles in amber glass for the traditional brewery in the Kremsmünster plant.

The privately owned Egger brewery from Unterradlberg in the Lower Austrian town of St. Pölten focuses on further development of its beer products in a contemporary yet down-to-earth way. All containers have undergone a comprehensive design relaunch. The 0.33-litre glass bottle harbours particular growth potential, and Egger has devoted special attention to this product. The neck of the easy-to-hold amber-glass bottle is engraved with the old brewery crest.

A really good beer in really attractive packaging: the high quality of the multi-award-winning beers is now emphasised with the new packaging. The new design succeeds in linking tradition and modernity. This is reflected in scaled-back design elements such as a simplistic freshness seal that acts as a neck label and a twist-off crown cork.

The privately owned Egger brewery brews its beer in accordance with the German Purity Law of 1516. This means its beers are brewed in the same way as ever – with only hops, water and barley malt. Most of the brewery's total output is sold in Austria and the rest is exported.

REFRESHING

A fusion of select ingredients

Early last year Coca-Cola launched its premium "Fuze-tea" brand on Europe's markets, including the Czech Republic and Slovakia. Vetropack Kyjov is responsible for making the new 0.25-litre multi-trip bottle.

The new 0.25-litre multi-trip bottle for Fuzetea has been exclusively designed for Coca-Cola. The handy bottles are produced for the catering trade in response to market requirements. The first multi-trip bottles reached Czech and Slovak consumers in June, just in time for summer.

The globally successful, fast-growing range of Fuzetea drinks is based on a fusion of sustainable tea extracts with fruit juices and herbs or aromatic flowers. With each variety, this fusion offers a multi-layered taste experience for relaxing moments, be they conjured up by subtle aromas such as green mango and camomile iced tea, black iced tea with lemon and lemongrass, black iced tea with peach and hibiscus or low-calorie options.



At a glance: the latest products



SILKY-SMOOTH

The sun rises

The Lavaux terraced vineyards are a UNESCO World Heritage Site. Their sunny location makes the steep slopes above Lake Geneva one of the most beautiful wine-growing regions in Switzerland delighting passing visitors and artists alike.

Vetropack Switzerland produces this slightly conical 0.7 litre bottle. The sun logo, which is engraved on the neck of the new Vaudoise bottle with a BVS 28/44 mouth, echoes the sun-kissed growing region. The logo and hand-written "Chardonne" lettering were created by Vetropack designer Jean-Franck Haspel: in 2003, the winner of the Prix Vetropack got to design his own bottle, and it is this Vaudoise with its high cork finish that is still in use today. The design is owned by the "the Syndicat agricole et viticole de Chardonne et Jongny société coopérative", which is based in Chardonne, in the Canton of Vaud.

TENDER

The traditional design

In the Czech Republic, Božkov Originál has been associated with good quality and tradition for decades. Vetropack's Czech plant in Kyjov manufactures the 1-litre bottle for the golden-yellow Tuzemák.

The traditional bottle for Božkov Originál is made from white glass. The label takes pride of place between two engravings – the company logo on the neck and the brand name on the base. The third engraving highlights the decades-long tradition.

Božkov Originál (previously called "Domestic Rum") has been produced at the Czech distillery Stock Plzeň-Božkov s.r.o. since 1948 and it is the biggest brand on the whole market. Its virtually unchanged make-up, comprising the finest alcohol, soft Pilsen water and different rum flavours give the drink its balanced taste. The best-selling Tuzemák in the country can be enjoyed neat but also with mixers or in baking.



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

RECONSTRUCTION

Boosting melting capacity through renovation

Following on from last year's comprehensive renovation of the white-glass furnace at Vetropack's Nemšová plant, the project team there has another challenge in sight with the reconstruction of the green-glass furnace.



Vetropack's plant in Nemšová is Slovakia's only glass manufacturer, acting as the main supplier providing the local food and beverage industry with glass packaging. Proper use and regular maintenance have meant that the old green-glass furnace achieved an above-average service life of 14.4 years.

This type of furnace is like a big oven that is specially designed and then built using shaped bricks. The comprehensive

overhaul of a furnace that is practically being rebuilt from scratch is being carried out in the exact same location as the old one – just like in Nemšová. The installation of a three-tiered production machine is doing its bit to boost melting capacity. Standing at 300 tonnes a day, this is significantly higher than before the renovation – something that can as well be said for the melting surface, now measuring 94 m². Specific energy consumption and emissions are also falling. The new furnace will also further improve the

quality of the glass and help to enhance its homogeneity. Occupational health and safety – an increasingly important topic on the job market – has also been given a boost following the renovation.

Coordinated renovation

The new green-glass furnace has been raised by 40 cm and all three glassblowing machines have been integrated into the floor – measures that both help to increase the speed at which products are shaped. All three belt annealing furnaces were also replaced, the cold zone was extended significantly with the installation of fully automatic palletisers and the hall roof had controlled hall ventilation fitted following the renovation.

Achieving big things in little time

Once it reaches operating temperature, the average furnace is in constant use for more than a decade. Any comprehensive

renovation must therefore be planned carefully and proactively as subsequent faults cannot simply be repaired.

“This symbolic act, putting the second renovated furnace in Nemšová into operation, is a special moment.

The latest investment project in Nemšová is strengthening Vetropack’s market position throughout the whole of Central Europe. That fills me with joy and confidence.”

Zuzana Hudecova, Head of Sales,
Vetropack Nemšová

The entire furnace renovation in Nemšová was successfully completed in just 63 days. Demolishing the old furnace and constructing and firing up the new one are both special moments.

Zuzana Hudecova (pictured), Head of Sales at Vetropack’s Nemšová plant, was present when the last stone was laid.

“This symbolic act, putting the second renovated furnace in Nemšová into operation, is a special moment. The latest

investment project in Nemšová is strengthening Vetropack’s market position throughout the whole of Central Europe. That fills me with joy and confidence.”



New Head of Marketing, Sales and Production Planning

The Board of Directors of Vetropack Holding Ltd has appointed Evan Williams as the new Group-wide Head of Marketing, Sales and Production Planning with effect from 1 June 2019. He is also a member of the Management Board.



Evan Williams (left) succeeds Marcello Montisci as Vetropack Group's Head of Marketing, Sales and Production Planning.

Evan Williams, aged 52, holds a Bsc Honours graduate in business administration and applied psychology at Aston University in Birmingham UK. Born in the UK, Williams also holds an Executive MBA from Ashridge Hult International Business School. A strong negotiator, over the past 25 years, his professional focus has been glass packaging: working for O-I Europe, he headed up the marketing and sales areas across various regions and categories. His most recent position saw him assume responsibility for global cross-func-

tional key account teams. Williams adopts a strategic- and target-oriented approach and is well acquainted with the area of production planning.

Williams' predecessor, Marcello Montisci, has already reduced his employment level by 50% at the end of February. Prior to his well-deserved retirement at the end of 2019, he will continue to be available to Vetropack Group for special projects.

Events

BrauBeviale 2019

12 to 14 November 2019,
Messezentrum Nuremberg

BrauBeviale2019

SIMEI 2019

19 to 22 November 2019,
Milan Exhibition Centre



FINE DINING

Stop-off in St-Prex



The Berufsverband Restauration also stopped in St-Prex on this year's road tour.

Adopting the tagline "Table Top", Berufsverband Restauration is honing in on dining culture in today's world. The second of the five events took the participants to St-Prex. Glass isn't just one of the oldest but also one of the most important materials in the catering trade. Since they use glass bottles and other containers made from glass on a daily basis, the

catering professionals were keen to look behind the scenes of a glass packaging manufacturer.

On a tour around the museum and the plant, the participants got a glimpse of how glass is produced. They were particularly interested in the recycling plant and the very high proportion of used glass in production, an impressive 83%. At the closing drinks reception, the participants had the chance to exchange their views on traditions and trends in dining culture.

SOUTH TYROLEAN WINE ROAD

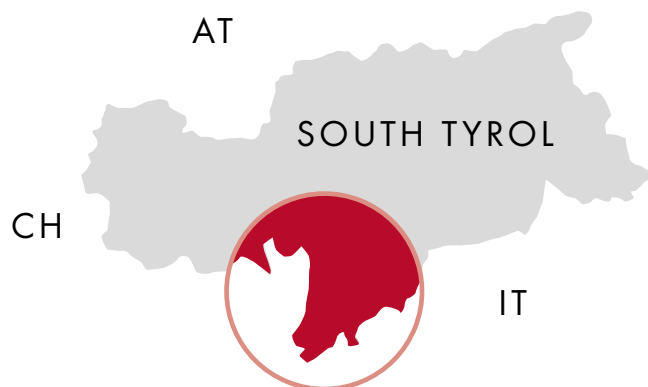
In vino veritas

Between mid-April and late November 2019, the South Tyrolean Wine Road is once again showcasing South Tyrol's traditional yet cutting-edge wine culture. A unique opportunity for wine connoisseurs to mingle with winemakers and experts.



With 300 days of sunshine a year and a mild Alpine and continental climate, the region that plays host to the South Tyrolean Wine Road isn't just a popular holiday destination, it's also home to some prestigious wines. The growing region along the South Tyrolean Wine Road is the largest in this area, spanning more than 4,000 hectares in total.

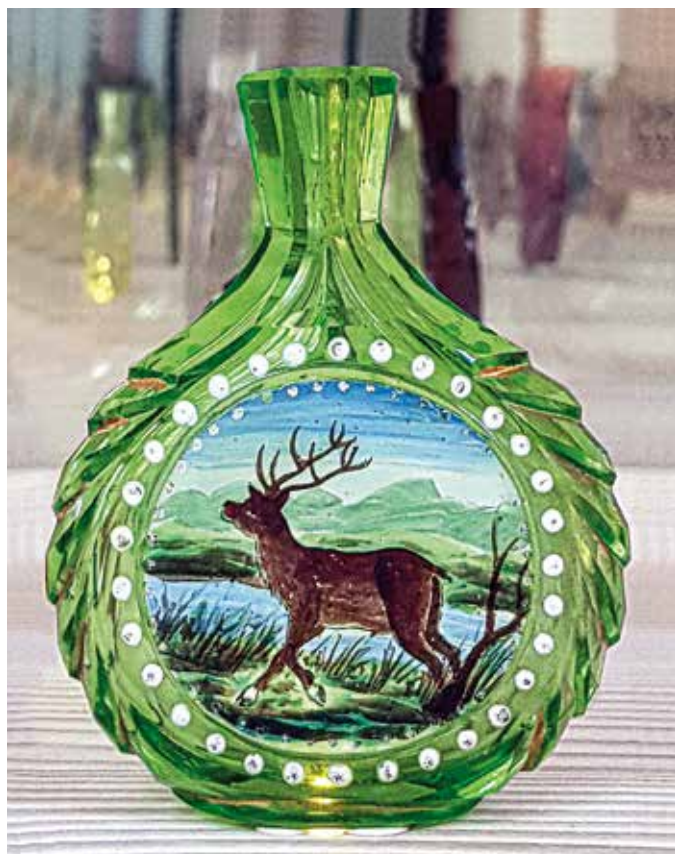
The varying heights of the vineyards along the Tyrolean Wine Road, ranging from 200 to 1,000 metres above sea level, result in an impressive variety of grapes. The area is home to international as well as indigenous grape varieties. The winemakers present their traditional art all along the



42-kilometre trail between Nalles and Salorno. What they all have in common is their passion for viticulture and warm hospitality.

A broad range of activities await visitors. No fewer than 15 wineries are opening their doors and indulging interested visitors with culinary delicacies, music and a selection of their own wines. Under the tagline "Wine & Architecture", renowned South Tyrolean architects have succeeded in giving the wineries an authentic character by incorporating the surrounding countryside. In the local wine museum, visitors can delve into the history of South Tyrolean wine culture. They can also discover the picturesque beauty of the Wine Road and the castles by bike on three different trails.





Zwiesel Forest Museum

The town of Zwiesel, nestled in the Bavarian Forest, is famous for its glass industry – which is why it is also known as the “glass town”. The Zwiesel Forest Museum has been busy collecting for more than a century. The region’s artistic and precious glass objects have enjoyed centre stage ever since the very first exhibits.

The craft of glassmaking is one of the oldest traditions of the Bavarian Forest, which is why Zwiesel is home to a glass school and other glassmaking and finishing companies in addition to crystal manufacturers. It is therefore unsurprising that the town’s slogan is “Fein Glas, gut Holz sind Zwiesels Stolz” (“Exquisite glass and good wood are Zwiesel’s pride and joy”).

The Forest Museum has been housed in the bright and spacious rooms of a former girls’ school in the town centre for a few years now. As the museum’s name suggests, it takes its visitors on a journey through the history of the Bavarian Forest. The extensive permanent “Glas” exhibition gives visitors an introduction to glassmaking and showcases the glassmaker’s trade. The selection of historical snuff jars on

show perfectly illustrates how elaborate and sophisticated the art of glassmaking really is.

The international glass art exhibition “Glasschätze gesammelt – gesehen – neu geschaffen” (“Glass treasures collected – presented – recreated”) is still open to the public in the main hall of the Forest Museum’s cultural centre until 3 October 2019.

Last year, the Zwiesel Forest Museum won the tenth “Glasstrassenpreis” award from the Eastern Bavaria Tourism Association. The Glasstrasse, or Glass Route, is one of the most stunning holiday routes in Germany. It passes through the Bavarian and the Upper Palatinate Forest and gives holidaymakers a glimpse into the region’s 700-year-old love affair with glassmaking.

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