

VETRO TIME

Bülach
Best Medium
Workplaces™

Sustainability
New glass hallmark

Focus
Summer freshness

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Have you missed an issue of Vetrotime?
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Focus: Summer stands for the joys in life. We savour the warm days and spend time outdoors. During our summer activities, glass is our constant companion. The broad spectrum of colours available in glass packaging is reminiscent of the diverse colours of a rainbow during a summer storm. But it's the practical benefits of glass that are its most impressive quality – glass packaging keeps in all the natural flavours and original aromas of food and drink.



Dear readers,



Summer is finally here and at last we can meet up with our friends, families and colleagues again, be it in a shaded garden, on a leisurely picnic or through warm summer evenings. Wherever we go, we're sure to enjoy being together in person once more. Online meetings are a fantastic tool, but we can't clink our glasses together and make toasts on them. So let's make up for lost time, laugh and enjoy ourselves however we can. Vetropack's glass products have plenty of colour to add to the proceedings (pages 8 to 12). Our colouring processes mean we can offer the perfect solution for every occasion. The new designs (pages 18 to 21) really show off this diversity.

Environmental issues are becoming increasingly important to our stakeholders. Sustainability has long played an important role in the glass industry, as shown by measures such as the introduction of a new glass hallmark by the European container glass industry. This hallmark underscores the environmental and health benefits of glass packaging (page 13). Vetropack is an active partner in this initiative and, as a company, we strive to minimise the impact glass production has on the environment as far as possible. A high proportion of recycled used glass is vital to ensuring environmentally friendly glass production (pages 14 and 15). The implementation of new software to record all of our energy flows is also expected to help us reduce our energy consumption over the medium term (page 17).

I am extremely proud of our site in Bülach, Switzerland, for being named a Best Medium Workplace™ (pages 6 and 7). Mutual trust has served us well throughout the coronavirus crisis. It is a valuable cornerstone of our business and for me this prize serves as an incentive to see all of our other companies recognised in this way.

I wish you a refreshing summer and hope you find this issue of Vetrotime an inspiring read.

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

Johann Reiter
CEO Vetropack Holding Ltd

Eye-catcher



Adaptation: installation view, Even the Trees Bleed, Museum on the Seam, Jerusalem, Israel, 2019

Urban meets nature



Naoko Ito is a New-York-based Japanese artist working in sculpture, installation, photograph and video. Her work has been exhibited in the United States and abroad.

The project "Urban Nature" is inspired by the relationship between man and nature. The artist cut the branches of a tree into several pieces to place them in glass jars. The tree is thus reconstructed through the glass. The use of these two elements symbolises the tension between nature and culture.

"In my artwork, I document contemporary scenes and explore how to bring about situations to observe the delicate relationship between nature and what is human-made in our society, to rearrange conventional thoughts and rules, to question rational categorisation and to devise fresh aesthetics. My passion is to create environments using the specific characteristics of materials to convey philosophical insights."

Anniversary exhibition

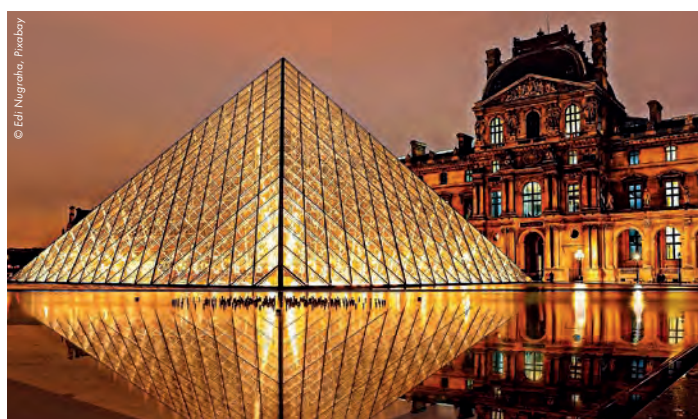
Living art

To celebrate 40 years since it first opened its doors, the Vitromusée Romont is hosting an exhibition named "Un art vivant" that not only aims to honour the history of the museum itself, but also the glass painters and contemporary artists who have helped shape the world of Swiss glass art. Using a selection of artworks, preparatory drawings, photographs, historical documents and oral accounts, the exhibition explores the work of key figures in Swiss glass art throughout the 20th and 21st centuries.

Yoki, Atelier Michel Eltschinger, "Saint Georges", 1981, dalle de verre, concrete, Vitromusée Romont, donated by the Association Semper Fidelis



With a range of graphic pieces, glass windows, glass tiles and video installations, the Vitromusée Romont provides a wide-ranging panoramic overview of contemporary stained glass art. The exhibition runs until 3 October 2021. For further information, please visit vitromusee.ch.



Louvre Museum

Transparent architecture

The Louvre Museum is housed in the magnificent Louvre Palace, once home to the kings of France, right in the heart of Paris. It is the largest and most visited museum in the world. Since it was opened in 1793, the museum's collection has grown to include more than 380,000 objects, with around 35,000 of them on display. The glass pyramid in the inner courtyard of the Louvre was constructed between 1985 and 1989 and serves as the

main entrance to the museum. Chinese-American architect Ieoh Ming Pei was offered a direct commission to design this structure, which is made up of 603 diamond-shaped and 70 triangular glass segments. The pyramid is 21.65 metres high, 35.42 metres wide and weighs around 180 tonnes. It has now become a tourist attraction in itself, and is as popular with Parisians as it is with visitors from elsewhere.

Fiction and pleasure

A magical combination

Librottiglia is an idea conceived and realised by the packaging design agency Reserve Innovation in Milan: here, a small book functions as a label on the wine bottle. The innovative fusion of wine and reading was launched together with the Piedmontese winery Matteo Correggia. Today, Fattoria di Petrognano in Chianti and Di Lenardo winery in the heart of Friuli Venezia Giulia are also part of this partnership.

The project, which combines the tasting of excellent wines with short and exciting stories, was presented in 2016 during Vinitaly, the international wine salon in Verona, and has received several national and international awards.





Best Medium Workplaces™

Great Place To Work®

SCHWEIZ 2021

Bülach

Best Medium Workplaces™ 2021

The Vetropack Bülach site in Switzerland has been named as a Best Medium Workplace™. The award bears testament to the culture of trust between employees and managers and the fact that employees enjoy working for Vetropack.

Great Place to Work® has been collecting data for measuring workplace culture in organisations for more than 20 years. The Vetropack Bülach site in Switzerland was already named as a Great Place to Work® back in 2020. This award was attributable to the so-called Trust Index™, a specially designed anonymous survey spanning all employees up to management level, as well as the Culture Audit™ management survey.

Organisations looking to be certified amongst the Best Workplaces™ in Switzerland need to fulfil certain minimum requirements in their Culture Audit™. The Vetropack Bülach site in Switzerland, participating for the first time, ticked these boxes and achieved ninth place in the medium-sized companies category (50 to 249 employees). The list of best employers is published annually.

Mutual trust and empowerment

A business can be said to have an excellent workplace

culture when employees trust their managers, are proud of their work and enjoy working with their colleagues. A Best Workplace™ understands how to foster an environment which helps employees hone their potential over the long term. This is primarily based on a high level of trust, which is achieved through the embodiment of values and leadership qualities. Every organisation can shape these aspects as they best see fit.

“The prize is dedicated to all employees at the Bülach site and shall serve as an incentive for all other companies to be awarded this title.”

Johann Reiter, CEO of Vetropack

Empowerment means that the management trusts their employees without having to look over their shoulder at work. Best Workplaces™ know how to attract the best talents and put them to work whilst also boosting their skills and encouraging a sense of personal responsibility. A great work-life balance is also indispensable. This is achieved with the help of flexible working hours. Employees are only successful at work when the needs of both sides are met successfully.

Taking a people-centric approach

For Nuno Cunha, Chief HR Officer at Vetropack Holding Ltd, people are the top priority. "It's a joy to work in an environment where people help each other. Teamwork isn't just an empty buzzword here at Vetropack, it's reality. Vetropack is a family-run business, and that feeling of family really is tangible throughout the whole company."

Vetropack's corporate culture is constantly evolving. Nuno Cunha notes that the digitalisation megatrend is also

a milestone for Vetropack. "We are investing in new systems and tools aimed at reducing the complexities and administrative burdens associated with our processes. We offer our employees internal training courses so they can understand and harness the possibilities that these changes offer."

An interview with Dr Marcel Oertig

Marcel Oertig is Chairman of the Board of Directors and Partner of the Avenir Group, a leading HR consulting and services company in Switzerland.



Great Place to Work® has named the Bülach Vetropack site as a Best Medium Workplace for 2021. How important are awards such as this from your perspective?

It's not the certification that is important. It's the fact that the company is interested in the opinions of its employees and is invested in their well-being. A certification communicates this externally.

How do they support the positive image of a business?

Being recognised as a great place to work bears testament to Vetropack's exceptional workplace culture. It means both

existing and future employees get an important indication of the way in which the company approaches leadership and teamwork.

... and what about recruiting?

The certification is visible at key points in the recruitment process (for example on the website or in recruiters' e-mail signatures), so potential employees are already given a positive impression of the company. But it's important to keep other sources of information in mind, such as media reports and social media channels. A certification is only credible if the information is consistent across other sources.

Does it make a difference to current employees whether or not the company is certified?

Rather than simply rely on the certification, it's key to consider the results, identify strengths and weaknesses and then address areas with room for improvement. In conducting employee surveys, we have seen that participation rates and appreciation for the surveys are not at their highest in the companies with the best results, but rather in those where potential shortcomings are addressed. This means the employees feel heard and allows the survey to come into its own as a feedback tool.



Bursting with colour

A summer sensation

The summer season heightens our zest for life. We enjoy the sunny days and warm evenings and delight in the variety of colours displayed in rainbows during summer rain. A wide range of colours can also be found in the world of glass.

In summer, the plants are in full bloom. Poppies and cornflowers brighten up the fields. Butterflies flutter over vibrant summer meadows. Our eyes rejoice in a riot of colour.

During the summer months, we tend to spend a lot of time outside. We meet friends for a drink, or have a picnic at the weekends. During these summer activities, glass is our constant companion. After all, in comparison with other packaging materials, glass boasts significant advantages in terms of food safety and product quality. For example, glass is completely impermeable and inert. Glass packaging is "inactive", which means it does not react with its surroundings. Glass is also odourless and tasteless, so the natural taste and original aromas of food and beverages are retained in glass packaging. For environmentally conscious consumers, glass is now the preferred option due to its very high recyclability.

In addition to these practical benefits, glass also appeals to our senses. A fine wine in a dark-coloured wine bottle catches our eye in the same way as a refreshing lemonade in a white glass bottle and arouses our anticipation of impending enjoyment.



Catering to virtually every requirement

The Vetropack world of glass is a colourful one. In the case of food, customers often prefer white glass packaging, which shows off the colour of its content to best advantage. Thanks to its various colouring procedures, however, Vetropack is able to offer a wide range of shades. Customers can choose between eight standard colours produced in the furnace colouring procedure: white, primeur, green, Vetropack green, olive, feuille-morte, cuvée and brown.



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



Well-protected

The colour of glass has an influence not only on the aesthetics of packaging, but also on its functionality. For example, some products need more protection against sunlight and therefore require a darker shade of glass. Regardless of the ambient temperature, light may cause changes in colour, vitamin loss or the development of off-flavours, as well as reducing the shelf life of the content. While the radiation ranges of light that are critical for food and beverages vary from product to product, the majority of products suffer most under the

influence of light in the high-energy UV range. The light permeability of different glass colours is therefore a particularly important factor. Vetropack can fulfil almost any requirement, even when it comes to special colour requests.

Have you noticed that red wine is rarely sold in a clear white glass bottle? This colour of glass appears to be reserved for white or rosé wines, which shows that the protection of valuable content is not the only crucial factor when selecting a bottle colour. Habits and customs also play a key role. Only very few producers offer their red wines in white glass bottles, thus permitting us to see the deep red colour of the wine inside before the bottle is opened and decanted.





Vetropack green

Although it has been a long time since the Bülach glass stopped being manufactured, it still remains legendary. During World War II, the preserving jar with its swing stopper and sealing ring was an ideal way to preserve seasonal fresh produce and thus store urgently needed stock for the long winters. The fact that the Bülach glass works never experienced financial hardship during the wartime years is all thanks to the Bülach glass. The quality of these jars was a testament in itself and the legendary bottle green colouring gave them high recognition value. Sales figures shot up and the high demand even led to a shortage of preserve jars.

Up until 1972, this preserve glass remained the most well-known brand item produced by the Bülach glass works. The characteristic green colour - Vetropack green - played a significant role in promoting brand awareness. This specific shade of green was created by using quartz sand in production. Vetropack green is still one of the standard Vetropack colours used today.



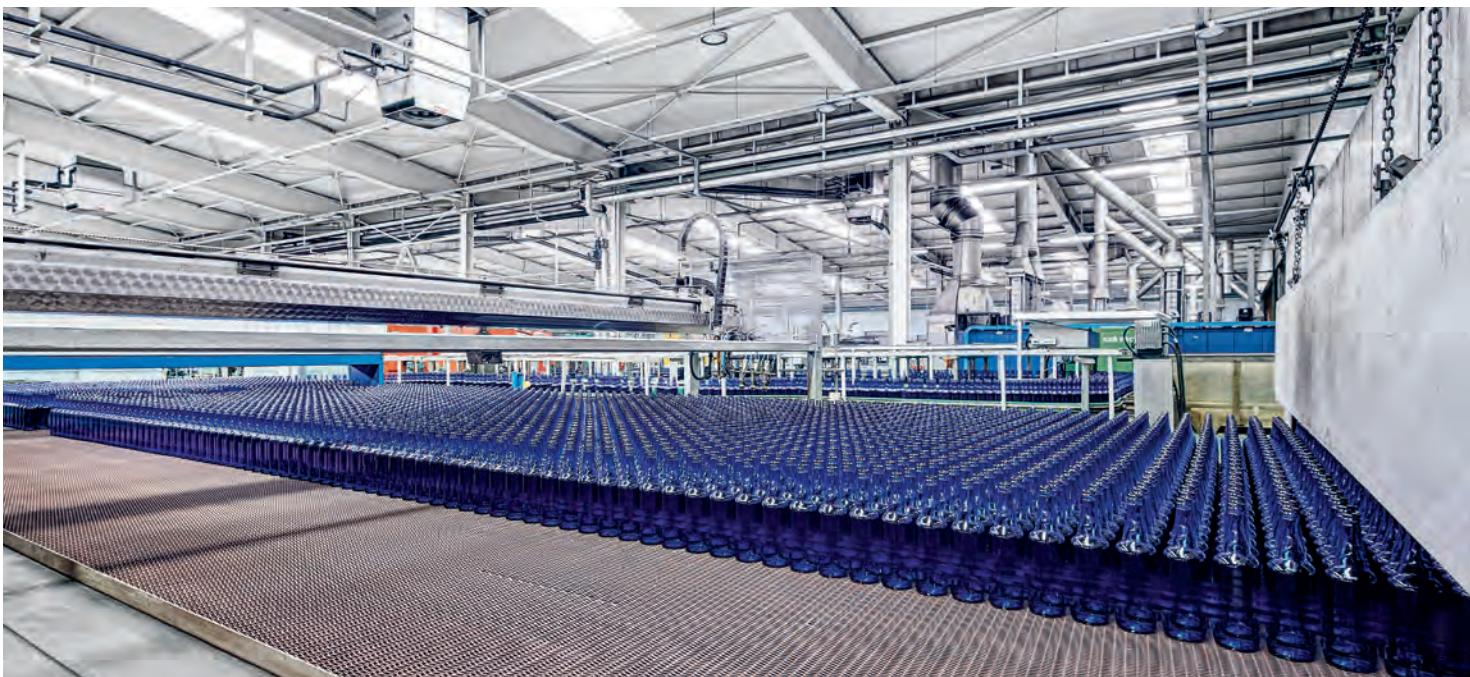
A consumer's first impression is influenced not only by the shape of a bottle and its label, but also by the colour. Producers are aware of this and deliberately look to create high recognition value by using a specific shade of glass. But how is glass coloured to produce the required tone?



Furnace or feeder colouring

Glass is coloured either in the furnace or, later on in the production process, in the feeder. The different colouring

procedures are applied in order to be able to respond more flexibly to customer wishes and to provide a wide range



An entire furnace full of glass was coloured blue for the first time in the company's history at Vetropack's Nemšová glass works.

of colours. Vetropack offers both procedures. During the traditional furnace colouring procedure, the colouring components are mixed into the melted glass mass, which consists of quartz sand, soda ash, limestone, dolomite and recycled glass. Depending on the colour, the proportion of used glass can total up to 90%.

High flexibility

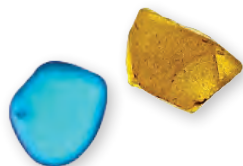
Rather than colouring the content of an entire furnace, the feeder colouring procedure involves introducing colouring additives into the feeder, the supply line to the glassmaking machine, after the glass has been in the furnace. This colouring method makes it possible to switch over to a different colour relatively quickly and is therefore suitable for small and medium batch sizes. With the appropriate set-up, it is possible, with feeder colouring, to produce a different glass colour in each production line of a furnace.



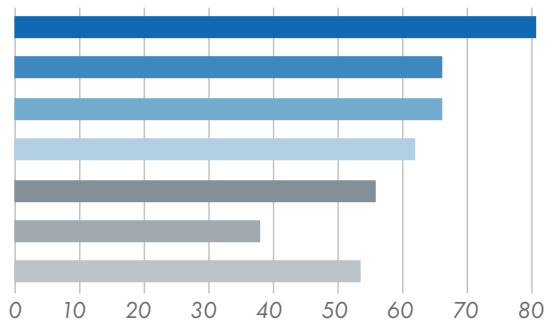
Keeping it simple with green glass

A high proportion of recycled used glass is vital for environmentally friendly glass production. At Vetropack, the proportion of used glass accounts for up to 80% of processed raw materials in some plants. Across the Group, the proportion of used glass was 53% in 2020. However, the availability of high-quality used glass remains a major challenge. Vetropack therefore supports measures that increase collection rates.

Clean separation of different used glass colours when disposing of empty glass packaging helps to keep the used glass proportions in new glass packaging production as high as possible. Bottles whose colour is hard to identify belong in the green glass container. This is because green glass is most likely to be able to tolerate wrong colours without impacting on the colour of new glass packaging during production.



Used glass content in production 2020
(by glass colour)



- 81% *feuille-morte*
- 66% *green/Vetropack green*
- 66% *olive/cuvée*
- 62% *primeur*
- 56% *brown*
- 38% *white*
- 53% *∅ all colours*





Natural upcycling



Strictly speaking, sea glass is merely a waste product. The term "sea glass" describes used glass which has been weathered in the sea or on the beach through permanent contact with seawater, stones and sand. During this process, the sharp edges of the used glass are ground down and the usually glossy surface is given a satin finish. It generally takes at least 20 to 30 years to produce optimum results.

Sea glass usually originates from glass packaging which has been disposed of in the sea. It is therefore found close to major shipping routes or on beaches where waste has been disposed of carelessly in the past. For this reason, another term for these colourful eye-catchers is "beach glass". Since a large proportion of this weathered used glass is generated from discarded beer or water bottles, green, brown and white are the colours most commonly found. Other colours are much more rare.

Used beach glass has become a popular collector's item. It is sometimes worked into jewellery or pieces of art. Due to more stringent international environmental regulations, however, sea glass finds are becoming increasingly rare. Its undiminished popularity has now even attracted forgers, who process used glass with abrasives in a rotating drum and then put it up for sale.

The best-known locations for sea glass are – as the name already indicates – Glass Beach in the US state of California or the beach of the same name on the Hawaiian island of Kauai. However, sea glass can also be found on beaches in northern Germany.



An interview with Ann-Christin Wimber, sea glass collector

What skills are required to collect sea glass?

A love of water and the ability to allow your thoughts to drift for a while. For me, glass collecting isn't just about making a find. Sauntering slowly along the beach with your gaze fixed to the ground, concentrating only on possible finds – it's a fantastic way to slow down your pace of life.

Sea glass is really just waste, but in certain colour shades it can prove more valuable than amber.

Why is that?

Well, valuable is perhaps the wrong word. It's just that some colours are rarer than others because the glass objects they come from were less readily available. They were often more expensive to make – like red glass, for example. That's why red and orange fragments, or some shades of blue glass, are rare and sell for high prices amongst collectors.

More stringent environmental laws and higher recycling rates for glass – are these a blessing or a curse for sea glass collectors?

Tougher environmental laws are a good thing and so too are higher recycling rates. However, this is increasingly reducing the chances of finding sea glass, as fewer glass objects are discarded in the sea.



Ann-Christin Wimber from Barsbek near Kiel (Germany) is an independent journalist, author and blogger. She has published a book about her favourite hobby: "Meerglas – suchen, finden, bestimmen: Strandscherbenfunde an Nord- und Ostsee." ("Sea glass – searching, finding, identifying: beach glass finds from the North Sea and the Baltic")



European container glass industry

New glass hallmark promotes sustainability

The European container glass industry has created a new hallmark designed to highlight the health and environmental benefits of glass packaging. Vetropack is actively involved in this initiative.

The environmental impact of packaging used for food and drink items is a significant factor in consumers' decisions on whether to buy those products. This is why two in every five Europeans choose glass, which is easier to recycle, over other packaging materials. These findings are the result of a consumer survey conducted by the European glass industry in 2020.

Health and environmental protection

The new hallmark, a recognisable symbol of health and sustainability, is designed to be displayed on food and drink packaging and is an ideal visual medium through which brand-name companies can demonstrate their commitment to increasing sustainability. The seal of quality was developed in collaboration with designers and consumers, who

came together to agree on the logo's finished form. Each element of the design symbolises the positive characteristics of glass: the use of resources as part of a circular economy, the opportunity for recycling, the material's ability to protect and maintain product quality and its health benefits for the people who use it. This means that choosing glass is an active decision in favour of a sustainable future.

By signing up to a free licensing agreement with the European Container Glass Federation (Fevé), the companies taking part in the initiative will become part of a valuable network of partners and make a visible commitment to promoting sustainability.



Raising awareness

The hallmark is designed to help remind consumers of what they love about glass and how easy it is to recycle.



Glass is natural.
Glass is simple and doesn't pollute the environment: it's made from raw materials found in nature.



Glass is infinitely recyclable.
Glass is 100% and infinitely recyclable, and can be recycled again and again without any loss of quality.



Glass preserves product quality.
Glass is inert and acts as a safe barrier to external agents. It protects not just product quality but the health of the people who use it.



Glass is caring.
Choosing glass protects the health of the environment and ourselves.

Innovative and sustainable

30% reduction in CO₂ emissions targeted by 2030



Vetropack is committed to keeping the impact of glass production on the environment as low as possible and conserves natural resources accordingly. On the one hand, this is necessary in order to position glass as a product that is more sustainable than other packaging materials. On the other hand, a minimal environmental impact is important because an increasing number of stakeholders are now focusing on environmental issues.

The political pressure being exerted in energy-intensive industries is growing and politicians and interest groups are demanding that effective measures be taken to reduce CO₂ emissions. As part of the new strategy, Vetropack therefore formulated the objective of becoming an industry-wide leader with regard to environmentally friendly production. Under the heading "Clearly sustainable", Vetropack established relevant key figures and short-, medium- and long-term targets. The main key indicator is CO₂ emissions per tonne of glass prod-

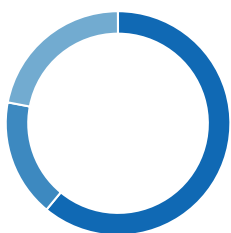
uced. For this indicator, Vetropack has defined a reduction of 30% compared with 2019 as the target for 2030.

In the glass industry, it is largely the energy-intensive melting processes that have an impact on the environment and natural resources. In the supply chain, the processing of raw materials and packaging materials and the transport of raw materials and finished products primarily influence energy efficiency. Vetropack therefore focuses on increasing the energy efficiency of its furnaces and increasing the proportion of used glass in production. Another important way of conserving natural resources is lighter glass containers. Efforts to reduce their weight are being made as part of VIP Glass technology (see page 16).

Optimising use of raw materials

A high proportion of recycled glass is vital for environmentally friendly glass production. At Vetropack, the proportion of used glass accounts for up to 80% of processed raw

Greenhouse gas emissions by source (t CO₂e)

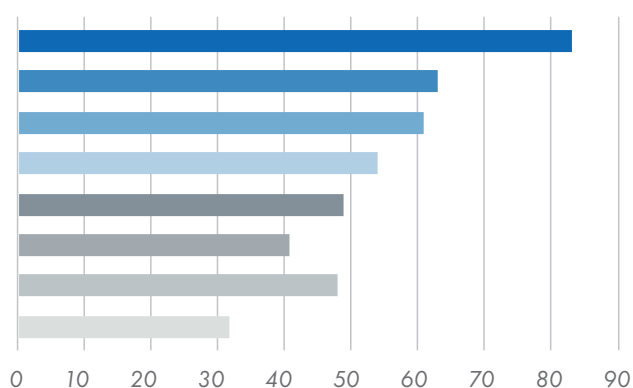


- 61% thermal energy
- 17% process emissions
- 22% electricity

materials in some plants. Across the Group, the proportion of used glass was 53% in 2020. Vetropack has set itself the target of achieving a used glass proportion of 70% by 2030. However, the availability of high-quality used glass remains a major challenge. In many countries, collection rates are far lower than in Switzerland and Austria, for example. The quality of used glass can also lead to problems if it is contaminated with foreign substances, such as ceramics. Vetropack therefore supports measures that increase collection rates.

Proportion of used glass in production in 2020

(by Group company)

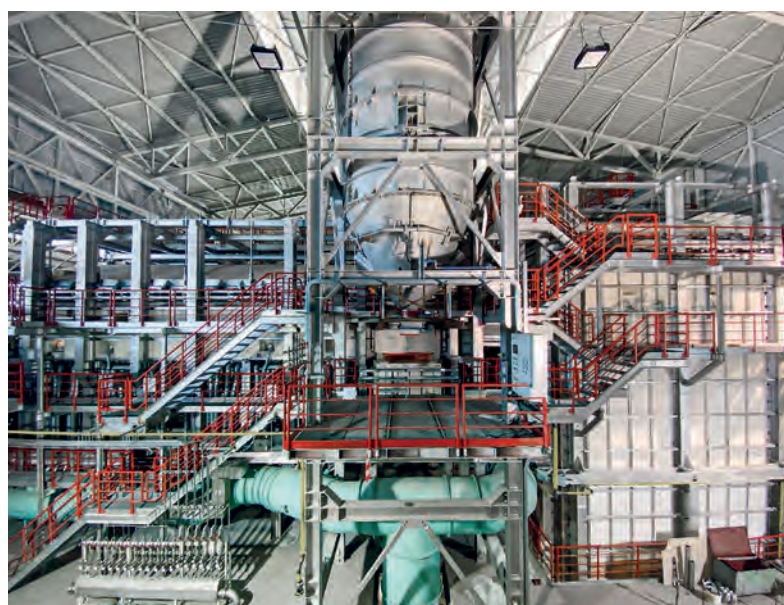


- 82% Vetropack (CH)
- 62% Vetropack Austria (AT)
- 60% Vetropack Moravia Glass (CZ)
- 53% Vetropack Nemšová (SK)
- 48% Vetropack Straža (HR)
- 40% Vetropack Gostomel (UA)
- 47% Vetropack Italia (IT)
- 31% Vetropack Moldova (MD)

Management approach

Information on the environmental footprint of the glass packaging they use is becoming increasingly important to major customers. The Environment specialist group is responsible at the Group level for coordinating and monitoring all environmentally relevant activities at Vetropack. This group develops and issues binding guidelines and mini-

mum requirements on the basis of the Vetropack corporate strategy and sustainability policy and the Group’s environmental management targets (with respect to energy and water consumption, emissions and waste volume). In the reporting year, the furnace in Straža (Croatia) was renovated, for example. Because the latest technological knowledge is incorporated into the planning process for every furnace repair or new construction project, the specific energy consumption of the furnace was reduced by 14%.



Vetropack works closely with its suppliers to ensure the ongoing, cost-effective and reliable procurement of production equipment and raw materials. Vetropack’s multi-supplier strategy reduces the risk of interruptions to glass packaging production operations and also helps ensure reliable product deliveries. To find out more about this, see the text about increasing efficiency and reducing costs on page 17.

This article is taken from the first Integrated Annual Report of Vetropack Group.

**Vetropack Group’s
online reporting 2020**





Market

Vetropack Improved Performance Glass entering a new phase

A focus on pressing ahead with innovation is part of Vetropack Group's Strategy 2030. The open innovation strategy focuses, among other things, on further developing VIP Glass technology from a pilot process into a fully industrialised process.

Vetropack Group's Innovation Centre, founded at the Austrian site in Pöchlarn, is the manifestation of the company's strategic drive for innovation. One of the reasons why this centre is located in Austria is that, with VIP Glass, the world's first multi-trip bottle made from lightweight glass was launched on the market. Johann Eggerth, General Manager of Vetropack Austria, is Head of the Innovation Centre and Daniel Egger has been responsible for the VIP Glass division since 2019.

The previous focus was on establishing structured processes in the VIP Glass division, developing a powerful team, guaranteeing plant availability and ensuring delivery capability for the first pilot customer, Mohrenbrauerei brewery in Dornbirn. The customer is very happy with the VIP Glass bottles and

acceptance is very high. In addition to the Croatian glassworks Vetropack Straža, another plant, Kremsmünster in Austria, succeeded in qualifying to produce crude bottles for hardening in the VIP Glass process. In Kremsmünster, some 500,000 bottles of very high quality were produced and hardened without any problems during the first production campaign for VIP Glass crude bottles.

A hot-end laser, which applies a data matrix code to the bottles, was also tested during the course of production. This is required to be able to guarantee complete traceability of VIP Glass bottles in the future. A separate project

focuses on the development of a complete traceability solution for these lightweight glass bottles. The resulting findings are to be used as a blueprint for the entire Group.

"Most recently we have been concentrating on further developing VIP Glass technology with the objective of improving product performance. We are now working intensively to install the Siemens Energy Manager Pro, a certified solution for optimised and economical energy management, in the VIP Glass division. In addition, we are in the process of developing a go-to-market strategy for VIP Glass and expanding the product portfolio. Our aim is to press ahead with fully industrialising the VIP Glass process. As such, it remains an exciting time."

Daniel Egger, Head of VIP Glass

Focus on energy

Efficiency increases and cost savings

The Energy Manager Pro tool, which Siemens has further developed specifically for Vetropack, will make it possible to clearly record, harmonise and compare all of the energy flows for every Vetropack Group plant in the future.

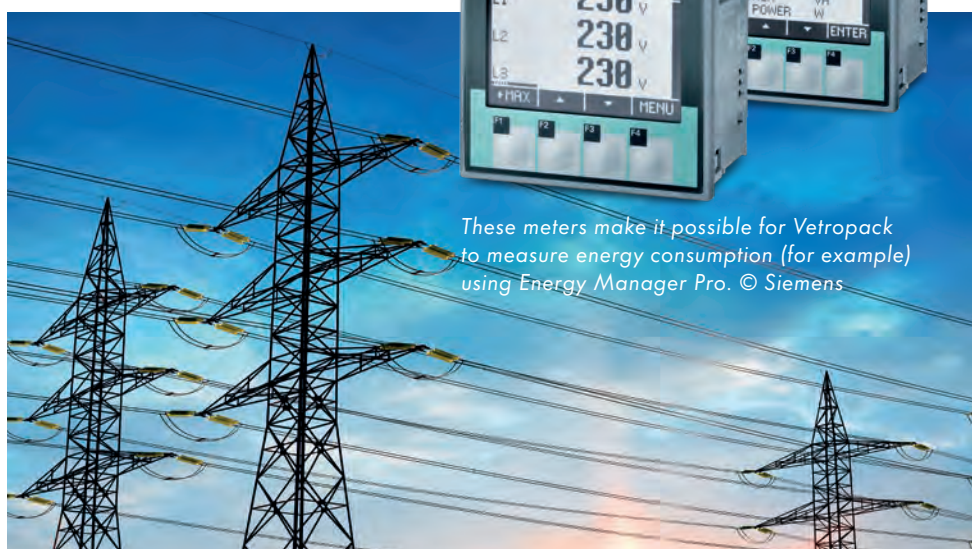
Glassmaking is an energy-intensive process, with furnaces operating at a temperature of around 1,600°C. Kurt Hagenberger, Vetropack's Energy Lead Buyer, says that: "Energy consumption is a major cost factor for us. It's something that we obviously want to reduce – and an energy management system will allow us to do just that." Ulrich Ruberg, Head of Corporate Procurement, adds: "Pure energy management software has been around for quite a while, but we take an integrated approach. We want to be able to link market data, implement our procurement strategy and know what our costs are in real time – and we need a fully automated auditing system." There is currently only one piece of software that makes it possible to achieve all of these objectives – Energy Manager Pro, which Siemens has further developed specifically for Vetropack.

Meters feed into the database

At its most basic, Energy Manager Pro is a gigantic database. Its meters measure energy consumption and the readings are comprehensively analysed. As Kurt Hagenberger puts it: "In production, we use electricity, gas, compressed air or water meters. We then relate the readings to production volumes, among other things, which allows us to calculate a benchmark for effective energy consumption and costs." For his part, Ulrich Ruberg is convinced that, in a world that is growing ever more complex, the line departments need to band closer together to make the most of opportunities for optimisation: "Due to the increase in the amount of energy generated by renewables, for example, the cost of energy fluctuates throughout the day. Only tools such as Energy Manager Pro enable us to respond and, together with all line departments, to ensure optimisation. For the first time, we have concentrated all of our data in one tool," Ruberg says.

All plants connected by 2023

The tool was first implemented a year and a half ago, at the Straža plant in Croatia. "We're in the optimisation



These meters make it possible for Vetropack to measure energy consumption (for example) using Energy Manager Pro. © Siemens

phase at the moment, and the tool is running smoothly", Kurt Hagenberger says. Energy Manager Pro was subsequently introduced by Vetropack Austria and will start being used at the glassworks based in the Czech Republic and Slovakia later this year. The tool will be rolled out to all plants by 2023.

But conclusions can already be drawn on its effects. In the words of Kurt Hagenberger: "The tool is making us more energy-efficient and actively supports our energy purchasing. The volatility of the markets means that it is of the utmost importance for us to have good online access to market data." Ulrich Ruberg adds that "the potential for optimisation exists wherever energy is consumed. Our focus is on obtaining an accurate analysis of energy consumption for our furnaces and other energy consumers downstream. Based on this analysis, we then run simulations of cost optimisation measures". The tool allows users not only to measure energy consumption for furnaces, but also to run simulations of cost reduction measures. Ruberg continues: "Once measures have been implemented to increase efficiency, the tool makes it very easy to track them in terms of effectiveness and ability to reduce costs. Energy Manager Pro is an indispensable tool for cost optimisation and supports us in meeting our obligation to use energy resources efficiently."



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



Timeless

La dolce vita rethought

Disaronno®, the world's favourite Italian liqueur, is set to delight its devotees with the launch of *Disaronno Velvet*. The elegant packaging for the smooth cream liqueur is produced by *Vetropack Italia* in *Trezzano sul Naviglio* near *Milan*.

A new product, perfect for lovers of intensely flavoured cream liqueurs. The distinctive taste of the most popular Italian liqueur in the world is enriched with unexpected nuances. Surprisingly soft on the palate, *Disaronno Velvet* cleverly and harmoniously blends in the unmistakable character of *Disaronno Originale*, which has left a lasting impression for generations with its velvety note.

The iconic 750 ml bottle with the "square cap" is given a makeover with a very elegant and contemporary totally white look. The combination of timeless elegance with "la dolce vita" is also evident in the commercial for *Disaronno Velvet*, released in 2021 as a re-imagining of the brand's classic advertising. *Disaronno Velvet* has won the "Product of the Year 2021" innovation award for new spirits on the Italian market. *Vetropack Italia's* new design played a key part in this success.

Noble

Get the best

As the legend goes, spring water from the subterranean lake in *Podolia* in *Ukraine* once healed the sick daughter of a *Polish nobleman*. Her name, *Regina*, became the brand name of the mineral water sourced from that lake. *Vetropack Gostomel* is adding extra value to this high-quality spring water with a new glass bottle.

Regina – this still, natural product is the queen of *Ukrainian* table water. Up until 1917 and the fall of the *European aristocracy*, *Regina* was delivered to the tabletops of the emperors and exported abroad to *Austria-Hungary*, *Romania*, *Germany*, *Poland* and *France*. Even though its well-to-do consumers have since disappeared, the water has maintained its noble properties and helps to maintain a perfect, general bodily tone now as much as ever.

Now *Regina* is available in 1-litre and 0.5-litre bottles made of green glass, a unique and distinctive vessel. On the base of the bottle is a wave-shaped engraving, a curved logo akin to the chemical symbol for silver. This is not a coincidence – the mineral-rich water not only contains trace elements of sodium, calcium and magnesium, but also silver. The precious metal has antiviral properties and strengthens the immune system. It is not only for aesthetic reasons that the bottle is made from glass – this choice of material guarantees that the health-giving water preserves its qualities even when stored for long periods of time.



Trailblazers

A new chapter

Austrian star winemakers Markus Huber and Lenz Moser have taken on the challenge of writing a trailblazing new chapter in the history of Austrian wine. Vetropack Austria helped the two give their exciting project a unique look with a brand new bottle design.

The Grüner Veltliner grape variety is the pride of Austria's wine country, predominantly sold and enjoyed in German-speaking regions. Lenz Moser and Markus Huber, two Veltliner specialists of the Austrian wine industry, believe that this hidden gem of a grape is ready to earn a broad international fanbase and achieve global cult status. Under the brand Lenzmark – New Chapter, the two winemakers have combined their wealth of experience with the aim of reinterpreting the taste of Grüner Veltliner and developing a modern style – Veltliner 2.0, so to speak – targeted at both experienced connoisseurs and young, demanding target groups.

It was therefore vital for the product to feature an unusual bottle design. The intricate look of the conical 0.75-litre cuvée-coloured wine bottle gives the team everything they wanted. A complex glass relief at the shoulder, the Lenzmark brand name engraved at the base, and a three-part paper label on the front embody the new style of this very special wine.

Prestigious

Passing down traditions

The Henri Badoux vineyard has given its emblematic lizard an elegant update. The new olive-coloured edition of the bottle is produced by the Vetropack glass works in St-Prex and the white glass version by Vetropack Austria.

Henri Badoux founded the vineyard that shares his name in 1908. Since then, the family enterprise has grown continually. Today, it encompasses 55 hectares of vineyards and makes wine with the produce from one hundred hectares. The name Henri Badoux is inseparable from the lizard that has adorned the labels of his wine bottles for over a century.

In 2021, the vineyard underwent a rebranding campaign. White and red wine are now hitting the shelves in an olive-coloured 0.7-litre bottle, while rosé is bottled in white glass. The iconic lizard is accentuated in a sober and elegant style on the bottles in the new wine collection – a link between tradition and the modern world. The emblem is also an important element of the Chablais ecosystem, a factor that is additionally reflected in the low weight of the bottles. Due to its high cork finish, the upper part of the cork is clearly visible and, of course, is also adorned with a lizard.



Grandeur

Beauty and indulgence

Straightforward elegance – you can apply this description to the Vinjak 5 V.S.O.P. made by the central Serbian winery Rubin as well as to its packaging. The striking black bottles are produced by Vetropack Straža.

The winery Rubin, with its 10,000 hectares of vines across 19 locations, is the largest Serbian producer of wines and spirits. The winery is renowned for its top-class wines, highly valued throughout the Balkans and beyond, but also for its exquisite brandy. Vinjak 5 V.S.O.P. has contributed a great deal to the good reputation of Rubin's spirits. It is made from carefully selected distilled wines and aged for at least five years in a 500-litre oak barrel. The light-dark contrasts of its amber colour along with its reddish shimmer and highly complex aroma with notes of vanilla, plum, coffee and spices make it the king of Serbian brandies.

Only the best packaging could suffice for such a sublime product – the elegant, dark, heavy bottles made by Vetropack Straža. They are a no-frills affair. At the end of the day, Vinjak 5 V.S.O.P. is about unadorned indulgence. This way, the eye is drawn to the single piece of decoration – the 700 ml cuvée bottle is finished off with a gold-coloured screen print before it is filled.

Memorable

A new look

Vetropack Austria has created a new bottle for the Austrian Schlumberger Group's traditional Leibwächter bitter spirit, with a design that memorably showcases what makes the liqueur truly unique.

The coachman was always a trusted companion and guardian of his passengers. He would wait outside in the rain and wind with his horses while enjoying a well-earned occasional sip of Leibwächter, a liqueur made from a variety of different herbs. The bittersweet herbal spirit is still popular today, enjoyed either as an invigorating aperitif or mixed with orange juice, bitter lemon or cola to create a refreshing cocktail.

The tradition of the elixir, with its delicate sweetness that brings out the glorious herbal notes to particularly good effect, now has a striking bottle to match, thanks to the new design of the 0.5-litre green glass bottle created at the Austrian Vetropack glassworks in Pöchlarn. The rectangular bottle's sides are richly decorated with glass reliefs of some of the 58 herbs inside. The year the drink was first created, 1873, is also engraved at the base of the bottle. The high-quality printed label nestles safely in the specially created depressions in the surface.



At a glance:
the latest products



Boundless

Tradition and sustainability

The traditional Czech brand Pilsner Urquell is launching a new returnable bottle, thereby strengthening its commitment to sustainability. The elegant bottle with striking embossing is produced by Vetropack Moravia Glass.

Glass is equally suitable for one-way and returnable bottles. A returnable bottle can be reused more than 40 times. In light of the debate surrounding the environmental impact of packaging, the demand for returnable glass bottles is growing. Vetropack strives to produce its packaging as ecologically as possible. For example, the use of recycled glass and returnable containers is being systematically increased in order to conserve natural resources as much as possible.

No empty promises

The Plzeňský Prazdroj brewery is taking another important step towards sustainability: the new returnable bottle for the world-famous Pilsen beer with its striking embossing does away with the aluminium foil at the neck of the bottle, while the plastic labels are replaced by recyclable paper ones. The message to beer lovers is clear: "With the new bottles, you are helping to protect the environment." This change will mean that around 106 tonnes of waste can be saved per year. These are the facts.

The reliefs on the new bottle are very striking. The words "The Original Pilsner" have been added to the front, emphasising the pre-eminence of this beer in the Pilsner category. The back of the bottle features a revised relief of the gate of the traditional brewery and the inscription "Pilsner Urquell". The raised elements are not just decorative. They represent tradition, quality and the product's local roots. Thanks to the reliefs, the bottle also sits very well in the hand, which the brewers are sure to appreciate.

The crown of the returnable bottle is a golden stopper with an embossed wooden barrel – a typical feature of the Pilsen brewery. The coat of arms of the city of Pilsen and the initials P.U. are very sensitively placed on the neck label on a green shield. The Pilsner Urquell bottles have a uniform design all over the world; Vetropack's products simply know no borders.





Hans Staud (centre) with his managing directors Jürgen Hagenauer (left) and Stefan Schauer

Rich in tradition

STAUD'S Wien – Vienna's finest temptations

What began with apricot compote and pickled gherkins has grown to become a highly regarded, long-standing company under the charismatic leadership of Hans Staud. The classic octagonal preserve jars have played a defining role in the 50-year history of STAUD'S Wien, and in its anniversary year are even being commemorated with a special edition stamp by Österreichische Post.

Hans Staud founded the company STAUD'S Wien in 1971 at precisely the same site where his family had opened a fruit and vegetable wholesaler in 1883 during the time of the Austro-Hungarian monarchy. The headquarters and production facilities of the owner-managed company were later relocated to Hubergasse in the Ottakring district of Vienna, where it began specialising in the processing of fruit and vegetables. Since then, it has been exporting jams, fruit spreads, pickled vegetables and compotes of the highest quality to all corners of the world, making a name for itself from New York to Tokyo.

A passion for craftsmanship and an affinity for nature coupled with ambition, a wealth of innovative ideas and, last but not least, sharp business acumen are the secrets to its enduring success. At the moment, more than 230 types of sweet and sour delicacies are produced at the site. STAUD'S is skilfully combining tradition and modernity. The hand-picked fruit and vegetables always conform to the strictest purity requirements and pass the company's exacting quality control procedures. They are processed using state-of-the-art equipment with the aim of getting the best out of nature.

Hans Staud drew his inspiration for the advanced, octagonal jars – now an indispensable part of the brand – from the octagonal drinking glasses that came into fashion in the 1980s, which he once filled with gherkins as an experiment.

Impressed by the optical effect, his decision only to use octagonal preserve jars from then on came naturally. Filled with exquisite ingredients and fitted with distinctive black lids, they began their rise to success both at home and abroad.

Official recognition

Österreichische Post AG is honouring the 50th anniversary of Hans Staud's company with a "fruity" special edition stamp. The stamp's design shows the classic STAUD'S jam jar surrounded by different types of fruit processed by the company.

Vetropack Austria manufactures the iconic jars for STAUD'S Wien at its factories in Pöchlarn and Kremsmünster, an enduring and successful partnership which will hopefully continue long into the future.



National recognition

Italian Excellence

On 5 February 2021, on the occasion of World Nutella Day® and Ferrero's 75th anniversary, the Italian Ministry of Economy and Finance issued a silver euro coin minted by the State Mint to pay tribute to Nutella as one of the icons of Italian industry.

The coin is part of the "Eccellenze italiane" (Italian Excellence) series of the 2021 Mint collection and has a face value of 5 euros. The artist Annalisa Masini has created three versions of the silver coin: white, red and green, with a limited edition of 10,000 pieces each.

The front of the coin shows a traditional Nutella® jar in the centre with the inscription "Repubblica italiana". The reverse features a reproduction of the factory in Alba, the largest of the Ferrero Group in Italy, in the centre. The name of the creator and the year of issue are also engraved. Engraved below the main motif are the value of the coin and an "R" denoting the mint in Rome.



More about the creation of the commemorative coin

A success story

Ferrero achieved its first successes shortly after the company was founded in 1946. However, the worldwide breakthrough for the Alba-based company did not come until almost 20 years later, when the first Nutella jars came onto the market. The product began its journey across borders and gradually became a true piece of cultural heritage, a timeless product driven by passion, quality, food safety and responsible communication, as well as continuous innov-

ation. In short, a success story in its third generation, where evolution perfectly combines past, present and future.

This is not the first state honour for the successful product Nutella. For the 50th anniversary of the brand, the Italian Ministry for Economic Development already issued a special stamp with a value of 0.70 euros in 2014. The stamp was part of the series "le Eccellenze del sistema produttivo ed economico" (the excellence of the production and economic system).





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