

# VETROTIME

**NEW**

**2014 Sustainability  
Report**

**MARKET**

**From the spring  
to the bottle**

**TECHNOLOGY**

**Environment  
and glass**



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Elixir of life

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Pioneer in glass recycling

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A colourful mix of drinks

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Antique glass from St-Prex

**Dear readers,**

One of the main articles featured in this edition of Vetrotime explores the topic of water – a popular resource that is not only a thirst-quencher, but also the source of life in the truest sense of the word (see also pages 4 to 6). Without water, life simply cannot exist. The Organisation for Economic Co-operation and Development (OECD) estimates that mankind's water consumption will more or less double between 2000 and 2050. Admittedly, bottled water makes up only a tiny proportion of overall water consumption, but something that is regarded as so precious all over the world deserves to be treated with the utmost respect. I believe this extends to the type of packaging used to contain it too – and what could be better suited to a natural product like water than glass?

If you take a moment to think about water and its importance as a vital resource for mankind, animals and plants, sooner or later the issue of sustainability – my next catchword – will spring to mind. For the first time in its history, Vetropack has published a sustainability report. This is a statement of our commitment to sustainable growth at all levels, starting with the management. It naturally includes our products and the environment, but also encompasses a human element – and with it our employees, suppliers and customers.

"We take responsibility" – this phrase is already familiar from our corporate film and also forms a visible and palpable part of our Sustainability Report. And since we take responsibility for what we do, it was important to us to ensure that our reporting complied with the "G4" standard set by the Global Reporting Initiative (GRI). GRI is an internationally recognised organisation which issues guidelines to help increase the transparency and comparability of reporting. We will regularly refer to our Sustainability Report in future issues of Vetrotime. In this edition, we are beginning with "Vetropack at a glance" – a brief illustrated description of our Corporate Group. An informative diagram on "Glass packaging – from waste glass recovery to recyclable premium product" is also featured on page 12/13. If this all sounds rather familiar, that is because sustainability has always been a key characteristic of both our company and the material we work with. For anyone who is keen to read our Sustainability Report, here's a tip: visit our website, where you can access an electronic version or order a printed copy.

I would also like to draw your attention to the report about our Vetrotalk event, which took place last autumn in Vienna (pages 20 and 21) and gave participants the chance to discuss the opportunities and challenges presented by glass as a packaging material. And if you happen to be in Geneva during the next few weeks, I recommend paying a visit to the Ariana Museum (pages 22 and 23), which is holding an exhibition on "historical" pieces of glass art made by the St-Prex glassworks.

On that note, I hope you enjoy reading this edition of Vetrotime – there is plenty to discover!

Best regards,

Claude R. Cornaz

2985  
employees

603.7 million  
gross revenue in CHF

## Vetropack at a glance

8  
locations in Europe

*We take on  
responsibility for  
our customers,  
for the quality of  
our products, and for  
the environment.*

**Pöchlarn**  
Vetropack Austria GmbH

**Kyjev**  
Vetropack Moravia Glass, a.s.

**Bülach**  
Vetropack Holding Ltd

**Gostomel**  
JSC Vetropack Gostomel

**St-Prex**  
Vetropack Ltd

**Nemšová**  
Vetropack Nemšová s.r.o.

**Kremsmünster**  
Vetropack Austria GmbH

**Hum na Sutli**  
Vetropack Straža d.d.

> 2500  
different glass packaging products

60%

use of recycled glass in the  
production process

4.55 bn  
unit sales every year



The QR code leads you to the English version of Vetropack's Corporate film „We take responsibility“.





## MINERAL WATER

# Water – the elixir of life

*Water is healthy, tasty and essential for survival. Nothing offers more reliable protection for this vital liquid than a fine bottle made of glass, and when it comes to designing glass packaging, the choice of shapes and colours available is practically endless.*

Water covers 71 per cent of the Earth's surface. 97.4 per cent of the water on the planet is salt water, while the remaining 2.6 per cent consists of glaciers and snow. Freshwater makes up a mere 0.3 per cent. Earth is certainly a world of water, but human beings are aquatic creatures too. The amount of water contained in the human body depends on age, varying from 70 to 80 per cent of the body weight of a new-born to just 45 to 50 per cent in a person over the age of 85. Our water content continuously reduces over the course of our life.

The human metabolism relies on water to control circulation, aid digestion, dissolve salts and minerals and transport nutrients and metabolites. Water also helps to regulate the

body's heat balance. To stay healthy, adults are therefore advised to consume 1 ml of fluid for each kilocalorie (kcal) of energy expended, which amounts to 2.5 litres per 2,500 kcal. Drinking at least 1.5 litres of water per day is recommended.

## Bottled water

Water covers an extremely wide range of varieties, which differ not just in flavour but in definition too. After all, not every type of bottled water can be classed as mineral water. Natural mineral water is characterised by the essential components it consistently contains. It comes from underground water resources, which are protected from contamination. As it flows through the layers of rock, it picks up various enrich-

ing minerals and trace elements, which give it its distinctive taste. Like wine, mineral water is affected by "terroir", a term which denotes the specific interplay of climate and soil conditions where the water is sourced. The range of different flavours that can be produced due to variations in terroir is remarkable, extending from sweet to salty and from metallic to smooth. Natural mineral water must be bottled at source and its characteristic composition may not be tampered with. Spring water also comes from underground water resources, but it does not require official recognition to be classified as such. It is bottled directly at the source and neither spring water nor natural mineral water may contain chemical substances or additional minerals or be mixed with other varieties of water.

Table water is made from drinking water, spring water or natural mineral water. It must conform to official drinking water regulations and may be enriched with additives such as sea water, brine, minerals or carbon dioxide.

Medicinal water boasts a very high mineral content and has healing and preventive properties. It is subject to legislation on medicinal products.

### Water plus

The soft drinks category features increasingly popular flavoured mineral water-based drinks, which contain natural flavouring agents. Lemon and peach top the list of favourite flavours, followed by orange and pear. Sometimes these refreshing beverages are also sweetened with fructose, sugar or added sugar, in which case they are referred to as "near water" drinks.

### Thirstquencher: demand for water is rising

Calculated per capita, water consumption is steadily increasing throughout Europe. This trend is due to an equally growing awareness of health and lifestyle issues. In Germany alone there has been a remarkable rise in the consumption of mineral and medicinal water per capita, from 12.5 litres back in 1970 to 143.5 litres – more than ten times as much – in 2014. Austria has seen a similar development, with an increase from 6 litres in 1970 to 91.7 litres 43 years later. Switzerland, too, is amongst the front runners when it comes to water consumption, with an annual rate of around 125 litres of mineral water per capita. In Slovakia, each person drinks approximately 72 litres of water on average. In the



Czech Republic, however, mineral water consumption has been on a continual decline and currently stands at around 63 litres per person, while Ukraine has the lowest consumption level of all at just 41 litres. Another striking phenomenon is that, while still or slightly sparkling water is becoming more and more popular, consumption of strongly carbonated water is falling.

### What kind of water to choose?

Moderately mineralised water contains around 400 milligrams of minerals on average, while highly mineralised water contains approximately 2,400 milligrams – six times as much. These quantities could easily be consumed through food as part of a healthy diet. In other words, the question of what kind of mineral or spring water we drink does not really matter from a health perspective, although it is important to drink a sufficient amount of fluids. Otherwise it is simply a matter of personal taste.



### Glass is essential...

...at least that is what many consumers think, as they consider glass\* to be the safest and “healthiest” form of packaging for food and drink. After all, as a packaging material, glass provides a natural and impenetrable barrier and does not interfere with its contents. In the US, glass is the only packaging material to be classified by the regulatory authority, the FDA (Food and Drug Administration), as “GRAS” (“Generally Recognized As Safe”).

### Glass bottles for water – made by Vetropack

Whether it is a standard bottle or a customised container, Vetropack offers the perfect package of protection and aesthetic appeal for any kind of water. Its product portfolio ranges from little 0.25 litre bottles to a 1 litre version, which can be supplied as a one-way or multi-trip solution. There is a veritable rainbow of colours available too, with clear and all kinds of shades of green and blue glass proving highly popular. Custom-coloured bottles are made at the Vetropack glassworks in Croatia, but all Vetropack plants produce the traditional colour range, particularly flint (clear) and/or green glass.

### From the initial idea to the finished water bottle

Still or sparkling? This is not just a question concerning personal taste – whether water is carbonated or not also has an influence on the development of mineral water bottles. After all, the minimum thickness of the bottle wall is determined by the internal pressure. There are other factors at play, too, such as whether the glass packaging in question is to be used as a one-way or multi-trip container. But there is no need to worry – the experts at Vetropack leave no questions unanswered with their comprehensive advice. They always work extremely closely with customers to develop designs, taking into account both their requirements and

### Did you know...?

In Ukraine there are around 400 mineral water springs, a quarter of which supply water used for medicinal purposes to treat bowel, kidney or liver diseases. Slovakia boasts more than 1,600 sources of mineral water, but water from only four per cent of these springs ends up in bottles.

those of the product to be packaged. No matter whether the design ideas are drawn up in-house, thought up by customers or provided by external designers, this process of coordination and mutual exchange is essential for ensuring success on the market. First of all, precision-perfect 3D visualisations of draft bottle designs are created, including the closure and label, which makes it easier to take the first key decisions. Models are then constructed from wood or acrylic to help refine the designs even further and match up the labels, before a prototype is produced for fine-tuning at the bottling plant.

Vetropack supports and advises customers through every stage of the process, from designing and developing marketable glass packaging to finding suitable closure and label solutions.

### Silk screen printing with or without a label

Aside from the shape and colour of glass packaging, another crucial aspect is the finish. Vetropack enhances mineral water bottles with customised reliefs or sophisticated effects, which can be achieved through different labelling concepts, silk screen printing or a combination of the two. The comprehensive advice on offer makes it easier for customers to decide on the right solution, while close cooperation with specialists guarantees top-quality results.

A range of six bright screen-printed colours or genuine gold and silver can be applied to glass packaging to give it the wow factor. Vetropack offers silk screen printing as part of an all-in-one service. It does not impede the bottling process or the addition of further packaging in any way, and it is also suitable for both small and larger batch sizes and both one-way and multi-trip bottles.

\* A 2014 survey conducted by the European Container Glass Federation FEVE across 11 countries clearly indicates that European consumers (61 per cent) consider glass to be the safest packaging material from a health perspective.

**VÖSLAUER**

## Glass bottles in split crates – a solution on course for success

*Since the beginning of October 2014, Austrian food retailers have been selling 1 litre multi-trip glass bottles of Vöslauer water in practical split crates. Vetrotime talked to Dr Alfred Hudler (right), CEO of Vöslauer, about glass packaging and innovation.*

**Dr Hudler, you have included a 1 litre multi-trip bottle in your retail range for some time. Why is this?**

It's down to the market itself. We have carried out extensive surveys and found that 52 per cent of consumers would like to buy mineral water in multi-trip glass bottles, but did not find the range available on the supermarket shelves very appealing. Another market survey from 2012 also clearly showed that 41 per cent of the people questioned avoided buying multi-trip bottles because they are too difficult to carry. Basically, this means that consumers are thinking along environmental and sustainable lines, but to make sure they act in this way too, they need to be offered a suitable product range that combines environmental awareness and sustainability with convenience. That is exactly what the new Vöslauer multi-trip bottle does. So consumers now have the choice they have been wanting for so long.

**How have retailers and consumers responded to this innovation?**

The launch of a new 1 litre multi-trip glass bottle met with a very positive response both from opinion leaders on environmental issues and from retail partners and consumers.



**How would you assess your development of the market so far?**

We launched the product at the beginning of October 2014 and have supplied multi-trip glass bottles all over the country. We are extremely pleased with the initial figures, but we know that it will take some time to fully exploit the potential of this concept of a multi-trip glass bottle in a split crate.

**What are you expecting to achieve with the 1 litre multi-trip glass bottle?**

I am convinced that introducing this bottle will give the Austrian market for multi-trip containers a long-term boost.



#### 110 YEARS OF HENNIEZ

## Pure and simple splendour

*Henniez has updated its complete range of 1 litre bottles. The flint glass bottles used by the Swiss mineral water provider and produced by Vetropack's Austrian plant in Kremsmünster now come in a dazzling new design.*

It is 110 years since Henniez water was bottled for the first time, marking the start of a long and successful career. At that time, mineral water was sold in pharmacies as a cure for illness, but after the Second World War and the economic upturn that followed, it became an everyday drink. Henniez was the first mineral water to be marketed across the whole of Switzerland, and now this traditional beverage from the west of the country has been given a resplendent new look.

The new flint glass bottle is lighter than its predecessor, weighing just 580 grams. This helps to save resources, not only during the manufacturing process but in terms of transport too. Rather than being transported by lorry as they were before, which took 215 deliveries overall, the bottles are now conveyed by rail, which reduces CO<sub>2</sub> emissions. Henniez has replaced all 5.5 million of its 1 litre glass bottles.

The screw-capped bottles are produced by Vetropack Austria in Kremsmünster in their new design, which is characterised by its simple, modern lines. Henniez water is available in still or sparkling versions as well as in a variety of fruity flavours.

The crystal-clear water spends seven to ten years flowing through underground realms before it emerges through the Earth's surface in springs, rich in minerals and full of trace elements. The Henniez springs yield 700 litres of perfectly pure water per minute.

#### GOLD PENTAWARD 2014

## The little farmer

*The yogurt made by the small Slovakian milk producer Malý gazda received a highly sought-after Gold Pentaward last October. The design of the packaging and label won over the international jury at the awards ceremony in Japan's capital Tokyo.*

The family-run dairy farm Malý gazda uses un-homogenised cows' milk to make its yogurts, which received the Gold Pentaward last autumn at the awards ceremony in Tokyo. The prize-winning 215 millilitre flint-glass jar with a tamper-evident tab is manufactured by Vetropack Moravia Glass in its standard glass production process. The transparent label and the final design were developed by Slovakian design studio Pergamen Trnava.





### Childhood memories

The logo depicting a small boy gently feeding milk to a lamb evokes memories of happy and carefree moments from childhood, while also underlining the manual labour and the care that goes into milk production at the dairy farm. The combination of flint glass and label has created a

distinctive look. You can enjoy the yogurt, which comes with a twist-off top, in a range of fruity flavours: strawberry, blueberry, blackberry and raspberry – or simply as a natural yogurt. For those who prefer the taste of sweet cocoa, it is also available in a creamy milk chocolate flavour.

The Pentawards are a global competition celebrating the sheer diversity of packaging design. The prizes have been awarded by an international jury each year since 2007.

### VETROPACK NEMŠOVÁ

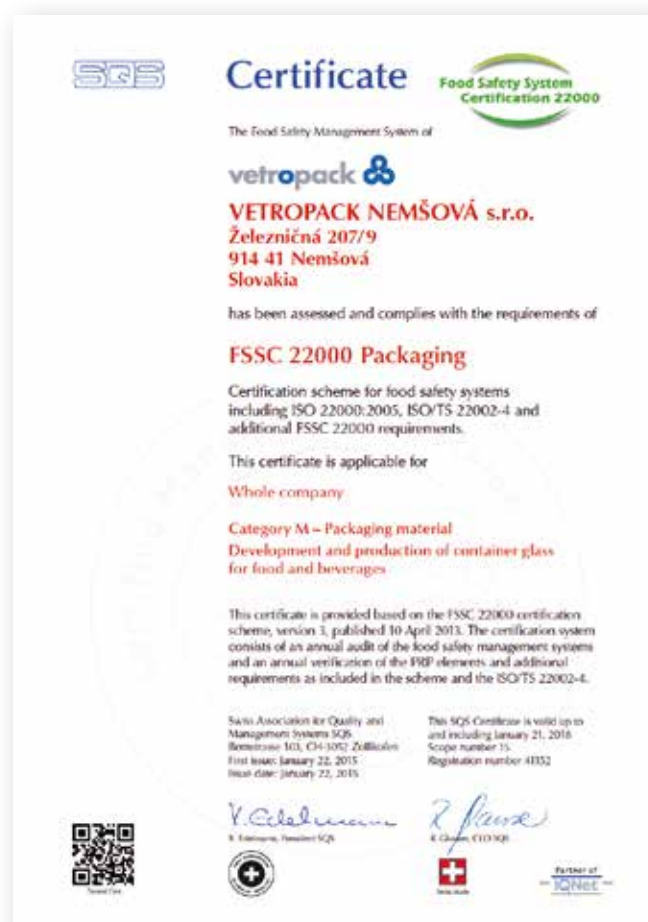
## FSSC 22000 certification

*The Slovakian plant in Nemšová is the latest Vetropack glassworks to receive FSSC certification. The Croatian plant in Hum na Sutli and the Austrian one in Pöchlarn are already certified, with more plants set to follow from 2015 onwards.*

The FSSC certification audit focused on the development and manufacture of glass containers. “We carried out meticulous preparations for this certification and left absolutely nothing to chance,” explained Svatopluk Kudláč, Head of Quality Management for Vetropack Nemšová and Vetropack Moravia Glass. “After all, fulfilling this internationally recognised standard for the food and packaging industries is extremely important for Vetropack as a primary packaging producer.” The staff responsible for obtaining the certification in Slovakia realised that they could draw on the experiences of the other Vetropack plants – something which they, as part of a company within a group, could take advantage of and which benefits customers too.

### Audit completed – so what next?

Obtaining the FSSC 22000 certification is just the beginning. The project will now move on to a second, equally challenging stage which involves monitoring the system on an ongoing basis and making improvements. After all, continuous improvement across the board can only be achieved if a conscious effort is made to uphold the required standards day after day.



**FURNACE REPAIRS AT VETROPACK MORAVIA GLASS**

## Cutting-edge technology for making flint glass

*Since November 2014, Vetropack Moravia Glass has been using a new end-fired furnace for producing flint glass. As a result, it has seen its energy consumption and CO<sub>2</sub> emissions fall by around 20 per cent. The Czech Vetropack plant has also received two new, state-of-the-art 12-station production machines.*

Glass melting furnaces usually reach the end of their useful lives after ten years or so. Up until then, they are kept in continuous 24/7 operation every single day, melting down batches and cullet to produce new glass. The flint-glass furnace at Vetropack Moravia Glass was no exception to this, apart from the fact that – thanks to an interim overhaul – its service life was significantly longer. Last September, however, extensive renovation work began on the furnace to bring it up to the very latest standard of technology.

The existing furnace was replaced with a modern, more energy-efficient end-fired model, which offers a melting area of around 133 square metres and a daily melting capacity of 350 tons. The renovation work lasted three months, so some existing stock was sold and the necessary quantity of bottles was produced in advance to ensure there would be no shortages in supply. More than 5,000 tons of fireproof

material and over 500 tons of steel were used to carry out the furnace repairs.

The first stage involved removing any molten glass left in the furnace and then cooling the furnace down. Once the new regenerative end-fired version was fully set up, it was gradually heated back up to almost 1,600 degrees Celsius – a process known amongst experts as tempering. Cullet were used in the first melting run, with a batch consisting of quartz sand, lime, sodium carbonate, dolomite and feldspar introduced later on.

While the furnace project was underway, two state-of-the-art production machines – each with 12 stations – were also installed, one of which is capable of both double- and/or triple-gob production. The ambitious renovation programme was rounded off with the replacement of the annealing furnaces and palletising system.







## EXHAUST EMISSION PURIFICATION SYSTEM

# Good for the environment

*Since the start of 2015, two of the three furnaces at Vetropack Straža have been connected up to a new system for purifying exhaust emissions. The third is due to follow once it has undergone its regular overhaul. It has taken around two years to plan and implement this environmental project.*

Considering its size, the small Croatian town of Hum na Sutli is home to a surprisingly high number of businesses. A glass-works has been established there since 1860 and was incorporated into the Vetropack Group in 1996. The company is one of the region's biggest employers and has a distinctive culture based on sustainable thinking and action. The work which began on the new exhaust emission purification system there in May 2014 is a prime example of this. It is the largest environmental project ever to be implemented at Vetropack's Croatian plant and is designed to reduce the impact of dust and pollutants on the environment. What's more, the thermal energy generated by the system is being used to heat both the plant and the office buildings.

### A magnificent chimney

The exhaust emission purification system includes a heat exchanger, an exhaust gas measuring device, a boiler room and two electrostatic precipitators – one for the flint glass furnace and one for the two other furnaces used to make coloured glass. The centrepiece of the system is the magnificent chimney, which is 75 metres tall and weighs in the region of 56 tons. It is made up of four individual pieces of steel and has been installed to replace the three chimneys previously used. The installation took four days, as each part of the chimney had to be carefully put into place with special cranes and the utmost precision. The purification system was installed and commissioned by the Italian subsidiary of the German

company GEA. Two of the furnaces have already been connected up to the new system, with the third due to follow once the overhaul it is currently undergoing is completed. Thanks to this system, Vetropack Straža now meets the requirements of the EU emissions directives for the glass industry.





*Vetropack creates economic, environmental and social value.*



#### Consumers

Simply enjoy – and then?

#### Returns and recycling

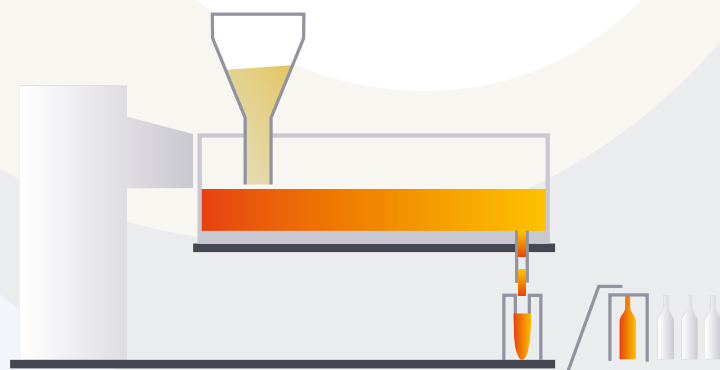
Depending on the kind of container – disposable or reusable – the used glass is returned to the retailer or collected in bottle banks for recycling. From the recycling plants, it comes full circle back to the glassworks, where it is used in the production of new packaging glass.



Glass packaging –  
from waste glass  
recovery to recyclable  
premium product

#### Used glass and raw materials supply

It all starts with Mother Nature, because the main raw materials in glassmaking – quartz sand, lime, sodium carbonate, dolomite and feldspar – are naturally available in almost unlimited supply. Furthermore, via bottle banks and recycling plants used glass containers find their way back to the glassworks where they are recycled and used in the production of new packaging glass.



#### Melting and forming

In the furnace, the raw materials and used glass are melted down to liquefied glass at a temperature of around 1,600 degrees Celsius. Red-hot drops are cut from the viscous molten glass and in a first step are pre-formed and in a second step blown into finished glass containers.

## Vetropack – a pioneer in glass recycling



### **Bottling plants and retailers**

Next it's the turn of the bottling plants, the buyers of the glass packaging. Vetropack is familiar with their requirements and advises them on issues relating to filling technology. On request, designers work together with the customer to develop bespoke glass packaging. Retailers bring the products to the market in disposable or reusable containers.



Health, environment, taste and design – glass packaging scores highly for all these criteria. And there's another advantage that makes glass so attractive: it can be recycled and reused an almost limitless number of times. That's why Vetropack began recycling used glass back in Switzerland in the 1970s, and in so doing performed pioneering work. Today, in all countries where the Vetropack Group's glassworks are based, the company collects used glass, either independently or in collaboration with like-minded associations, which is then fed into the recycling process. After all, for the production of white and brown glass containers, it is possible to use up to 60 percent recycled glass, and for the production of green glass containers, even up to 100 percent. Paramount are the quality of used glass as well as the recycling process.

Processing used glass also saves significant amounts of energy during the melting process: every 10 percent of used glass saves 3 percent in energy and reduces CO<sub>2</sub> emissions by 7 percent. However, in order to achieve optimum new glass production, the used glass in the bottle bank must be of adequate quality. Please note: only glass packaging such as drinks bottles or preserve jars should be put into the glass banks – without caps or closures. Conscientious handling of raw materials for glassmaking is just as important for sustainable production as efficient machinery and processes.

With the production of glass packaging, Vetropack creates added value across all three pillars of sustainability, assuming in the process its economic and social as well as environmental responsibility.



### **Packaging and dispatch**

Packaging glass is delivered to the bottling plants stacked and shrink-wrapped on standardised pallets. Packaging of the storage and transport units takes place to a large extent automatically. Vetropack has a proven track record in logistics, with large storage areas and warehouses at its disposal.



### **Quality testing**

In the cooling tunnel the red-hot bottles are cooled under controlled conditions. This is an important process, because cooling them too quickly could lead to material stress. Subsequently, each glass container is optically and mechanically checked. Random samples are subject to further testing in the lab.



#### A TASTE OF SPRING

## Green just got even greener

*Rivella, the Swiss national drink, is showing its true colours: the popular "Rivella Grün" is now available – as its name suggests – in a limited edition green bottle rather than its traditional amber one.*

When it was launched on the beverage market in 1999, "Rivella Grün" got off to an impressive start, turning Switzerland green as everyone went crazy over this new drink made with green tea extracts. It has been bottled in amber glass for 16 years, but in 2015 – for one year only – "Rivella Grün" will be resplendent in its signature colour, with new green glass bottles and a new recipe too. The bottles are being produced by Vetropack Austria in Kremsmünster using the same well-known 0.33 litre model.

For many foreign palates, this whey-based drink is an acquired taste. In Switzerland, however, it is regarded as the national drink and an official part of the country's culinary heritage. The first beverage to be launched under this brand was "Rivella Rot", which remains Rivella's best-selling carbonated drink in restaurants and supermarkets to date.

#### A FINE BRANDY

## A fresh take on a traditional design

*A premium spirit, perfectly packaged – these words could certainly be used to describe Palatín's top-quality brandy. The amber-coloured distillate is encased in a flint glass bottle made at Vetropack's Slovakian plant.*

If you happen to be presented with a bottle of Palatín brandy, you can consider yourself very lucky. Its almost antique-looking design is based on a 0.7 litre Bonaparte brandy bottle dating from 1975, which is no longer available on the market, and the liquid contained within is ranked amongst the very best wine distillates. The flint glass bottle with a natural cork cuts a simple, elegant figure. A conscious effort has been made to avoid any ornamentation and engravings so as not to draw attention away from the bottle itself, which features a tamper-proof tab. The red and gold label exudes quality, while the amber spirit inside has an irresistibly delicate flavour that rounds off the overall impression perfectly.

Palatín brandy is produced by the southern Slovakian company Malokarpatská vinohradnícka spoločnosť, a.s. and the 0.7 litre bottles are supplied by Vetropack Nemšová. This exclusive brandy is stored in 300 litre oak barrels for at least five years before it is bottled.







#### A NOBLE CRAFT

## Full-bodied flavour in a big-bellied bottle

*Laško Special is an exclusive, custom-brewed craft beer sold in stout cuvée bottles produced by the Vetropack plant in Straža. It comes in a range of flavours, offering something to suit the tastes of any beer lover.*

The Pivovarna Laško Group, Vetropack's biggest customer in Slovenia, consists of two breweries – Pivovarna Laško and Pivovarna Union. The Laško brewery has launched a speciality beer on the market, the "Laško Special", with a crown cork closure. Like all Laško beers, the Special is distinguished by its exquisite ingredients, and it is produced in small batches to give it the exclusive touch of a custom-brewed craft beer.

The Laško Special's striking combination of classic design and trendy glamour is sure to catch even the untrained eye. The small, round-bellied cuvée glass bottle made by Vetropack Straža is a real attention-grabber. The serial and bottle

numbers are shown on the label, which was designed by the Slovenian design agency "Atelje Balant".

The Laško Special is drunk from tulip-shaped glasses, so it retains its distinctive nuances of flavour right down to the last drop. This beer comes in a number of varieties, such as the "Striptis" – a strong, dark beer with a slightly bitter taste that beer connoisseurs regard as a kind of cognac. Also at the bitter end of the scale is a lager called "Golding", while the "Citra Lager" – a light, refreshing beer with a mild flavour – has an irresistible aroma of citrus fruits and mango. The range offers the perfect flavour for every palate.



## EVERYTHING FLOWS

# A new standard model for bottled beer

*To guarantee the best possible beer drinking experience, Vetropack has now added a 0.75 litre amber glass bottle to its standard range. The new beer bottle is being produced by Vetropack Straža in Croatia. While it may be based on a standardised model, it still offers a touch of individuality, with customers given a choice between two different mouth designs.*

A new 0.75 litre beer bottle has been added to the standard bottle range. At the moment, it is primarily being used for bottling speciality beers for customers such as the Stiegl brewery in Salzburg, Austria, and the Pietra brewery in Corsica. As well as its unusual 0.75 litre volume, which may still be unfamiliar to some consumers, this amber glass bottle's most striking features are its neck and mouth. There are two different types of mouth to choose from: a classic crown cork version and a Liège-style design, which can be closed with a cork like a champagne bottle.

The Austrian brewery uses this unconventional bottle type with a crown cork mouth for what it calls its "house beers".

One of these is the "Tauerngold Gipfelstürmer", a spelt, full-bodied beer, which has a distinctive bright orange colour and a flavour tinged with tropical fruits.

Pietra, which is based in north-east Corsica, is the French island's very first brewery. Ever since it was set up here in 1996, it has been using hops and chestnut flour to brew beer with a hint of honey in its flavour. Pietra's speciality beers are sold in the bottles with a Liège-style mouth. The attractive and elaborate screen-printed labels are produced by the Austrian company Printglass, Vetropack's long-standing partner for silk screen printing.

## LIGHT-WEIGHT SPIRITS BOTTLE

## A featherweight champion

*The Rhine wine spirits bottle produced by Vetropack Austria is now available in a new light-weight version. Weighing just 450 grams, this elegant flint glass bottle is 20 per cent lighter than its predecessor. The new design also uses less material, which is helping to considerably reduce CO<sub>2</sub> emissions.*

Cutting down on weight means careful use of resources. Significantly less material is consumed to produce the new light-weight glass bottles and a high proportion of recycled material is used, considerably reducing the level of CO<sub>2</sub> emissions generated. For every million bottles produced, 110 tons of glass is saved and 81 tons less CO<sub>2</sub> is emitted. With their 100 per cent recyclability and absolute neutrality regarding the packaging contents, glass bottles conform to well-established environmental standards – and the new light-weight version is no exception.

The new Rhine wine spirits bottle weighs a mere 450 grams, making it 20 per cent lighter than the previous model. However, it retains the same 0.7 litre filling capacity and level of strength and stability as before and successfully combines aesthetic appeal with environmental benefits. Even though less material is used to make the new containers, there is no need to modify the existing labels or closures. These flint glass bottles, which are produced at Vetropack's Austrian plant, are simply great for the environment, great for bottling and great for consumers.



## STAR OF THE SHELVES

## Fruity beer

*Pelforth Radler, with its hints of pink grapefruit, can take its place amongst the leading lights of the mixed beer-based beverage sector with its head held high. With its broad-shouldered bottle featuring a distinctive base, it is sure to stand out on the shelves of European supermarkets.*

The Pelforth brewery was established near Lille in northern France in 1914, but now belongs to the Heineken Group. The flavour of Pelforth Grapefruit Radler (a shandy-style drink) is characterised by its irresistible grapefruit notes combined with a malty beer aroma. Vetropack Austria in Kremsmünster produces the flint-glass bottles used to package this innovative beverage. The 0.25 litre bottles with crown caps stand firmly on a striking base, clearly distinguishing them from the rather more delicate designs used for other mixed beer-based drinks. Another of the bottle's eye-catching features is its broad shoulders. The brand's pelican logo – harking back to a time when the brewery was still known as “Pelican” – is emblazoned on the bottle neck. The current brand name, Pelforth, is an amalgamation of Pel (for “Pelican”), for (for “forte”, a French word meaning strong or powerful) and the English -th ending.

Pelforth Radler is best served cold. And it tastes even better enjoyed with friends – when chilling out on the balcony after work, perhaps, or celebrating the start of the barbecue season on a summer weekend.







#### A NATURAL PRODUCT

## Organic sunflower oil

*Vegetable oils are wonderful natural products, which deserve to be packaged in equally fine containers – such as our amber glass bottles from Ukraine, the first cooking oil bottles to be produced by the Vetropack plant in Gostomel.*

Delicious vegetable oils add a tasty finishing touch to any meal. The cooking oils sold under the ORGANICO brand and produced by Casper Ltd in southern Ukraine are no exception. The ORGANICO sunflower oil is particularly popular amongst Ukrainians, but the diverse product range also includes olive, flaxseed and mustard oil, with pumpkin seed and sesame oil soon to be added too. The octagonal amber glass bottles are produced by Vetropack Gostomel. These screw-cap containers, with their simple and unobtrusive design, are the first vegetable oil bottles ever to be made at the Ukrainian Vetropack plant.

Vegetable oil is a wonderful natural product, which requires careful storage. Glass is the perfect packaging material for this, as it does not change the flavour of the product in any way. Dark-coloured glass has been chosen deliberately, as it offers both aesthetic appeal and practicality: the darker the bottle, the better protection it provides against light.

#### SPARKLING AND REFRESHING

## Fizzy cider

*Beer alternatives are proving hugely popular in Slovakia. Riding on the wave of success enjoyed by shandy-style mixed beer drinks, cider is now conquering the local market. The flint glass bottles used for Strongbow's Apple Cider are made at Vetropack's Slovakian plant in Nemšová.*

England's trendy Strongbow cider is sold in countries all over the world, now including Slovakia. Following a boom in popularity for shandy-style mixed beer drinks, the Slovakian market is anticipating equally high demand for this fruity alcoholic beverage, which is produced by the Heineken Group.

The flint glass bottles are based on the 0.33 litre Strongbow Gold model and Vetropack Nemšová produces them as one-way bottles with a crown cork. The design features the engraved lettering "Strongbow Apple Ciders" on the neck along with the image of an apple, while the glassmakers have incorporated a slight indentation in the lower third of the bottle. This ensures that the bottle sits comfortably in the drinker's hand. The Vetropack bottles are filled with refreshing cider by the Belgian cider producer Stassen and Heineken's Slovakian branch. The apple-based tipple comes in a variety of flavours, such as elder-flower, honey, red berries and "Strongbow Gold Apple". Inspired by the power and freshness of nature, the cider tastes as if it has been poured into the glass straight from the orchard.





## BRAUBEVIALE 2014

# Crowds flock

The BrauBeviale trade fair for the drinks industry took place last November, with thousands of industry professionals streaming into the Exhibition Centre in Nuremberg during the three-day event. Global market leaders and newcomers alike offered visitors the chance to sample their ingredients and components for a perfect beverage blend, from high-quality raw materials and sophisticated technology through to

creative marketing ideas and ingenious glass packaging. Vetropack Group has been attending this international trade fair for many years. Last year, its exhibit focused on light-weight glass for beer and other drinks, customised designs, and adding value to glass packaging with a special finish or colouring. For these last two offerings, Vetropack printed a new brochure especially for the BrauBeviale event, which is entitled "Full of colour and finely finished – perfection in glass form" and contains essential information.

## CUSTOMER SURVEY

# A partnership put to the test

*Last year, Vetropack carried out a customer satisfaction analysis. We reported on the findings from this survey for Switzerland, Austria and the countries covered by Export Western Europe in the last issue of Vetrotime. Now the results from the Czech Republic, Croatia and Slovakia have also been revealed.*

Vetropack Moravia Glass (Czech Republic) and Vetropack Nemšová (Slovakia) used an online questionnaire to survey their customers and reported a response rate of 29 per cent. Meanwhile, Vetropack Straža in Croatia obtained results by conducting computer-aided telephone interviews (CATI), with all of the customers it approached taking part.

The findings from the three surveys paint a very positive picture of Vetropack. The overall level of satisfaction amongst the customers questioned by Vetropack Moravia Glass and Vetropack Nemšová is high, with an average rating of 2.1 on a scale in which the number 1 corresponds to "extremely satisfied". Equally encouraging is the result for the Croatian company Vetropack Straža, which achieved 6.3 points on a scale with a top rating of 7.

The customers particularly appreciate the personal support they receive from Vetropack employees and the high quality of

the products. The staff are also perceived as friendly, excellent at fulfilling the customers' requirements in terms of a working relationship based on trust and professional in the way they conduct their work. Vetropack is seen as becoming more modern and innovative in recent years.

### Potential for improvement

The survey also highlighted potential for improvement. For example, some customers called for quicker response times, while more flexibility in production was also deemed desirable. This would help to improve capacity availability even further. A few of the customers questioned also thought that Vetropack could sometimes be not one, but two steps ahead of the competition. These kinds of demands from customers to their suppliers are a clear sign of a cooperative relationship based on partnership – and they give us a great incentive too.





## VETROTALK

# Crystal-clear megatrends

*Our world is characterised by major megatrends, such as health, ecology and individualisation. At the Vetrotalk event, Andreas Steinle, Managing Director of the Zukunftsinstitut (Future Institute), gave a talk on the opportunities these megatrends open up for glass as a packaging material.*

Megatrends are universal, long-term movements which gradually and persistently shape our world and the way we think and act. They leave their mark on all aspects of life, from the economy to our social environment. Megatrends have an impact on work, consumption, education and politics. When it comes to consumer behaviour, the effects of three megatrends in particular – “health”, “ecology” and “individualisation” – are clear to see.

### Health

More and more consumers are keen to know the origins of the products that they eat or wear, the items that they come across in the world around them and come into contact with day after day. They also want to know how these products are packaged, especially when it comes to food and drink. This is highlighted by a survey published by the European Container Glass Federation FEVE in 2014, which revealed that people are becoming increasingly concerned about the potential health risks posed by chemical substances that could get into food through packaging. Two thirds (66 per cent) of the European consumers surveyed indicated that they are worried about the possibility of this happening.

The health aspect is crucial to whether or not a consumer decides to buy a product, and this applies as much to the packaging as to the contents inside.

### Ecology

There are at least 5.25 billion pieces of plastic with a collective weight of around 270,000 tons floating around in the world's oceans and posing a threat to the ecosystem – that is one of the findings reported by an international research group led by American environmentalist Marcus Eriksen from the 5 Gyres Institute in Los Angeles. To come up with this estimate, the researchers analysed data from 24 studies with over 1,500 individual collections and observations.

However, plastic waste does not just end up in the sea; it is a growing problem in inland waters too, especially microplastic debris. In their own investigations in 2013, researchers from the Swiss Federal Institute of Technology in Lausanne (EPFL) have found surprisingly high concentrations of tiny particles of plastic in Lake Geneva.



The realisation that our environment is in danger – and pollution in the oceans is just one of many contributing factors in this – is prompting more and more people to take action, such as changing their lifestyles and their shopping and consumption habits. They are also using modern electronic media to convey their messages, thus buying into another megatrend – connectivity. Organising themselves into networks is a part of this too.

### Individualisation

Life no longer runs along a straightforward path: there are plenty of disruptions, detours and restarts to contend with. As a result, our values are changing too. We have almost unlimited freedom to discover and embrace our individuality, which means that people increasingly want to be addressed and appealed to on a personal level. Traditional target groups are disappearing, to be replaced by lifestyles in which individual concepts of the spirit of the age cluster together.

### A bridge built from glass

Andreas Steinle, Managing Director of the Zukunftsinstitut (Future Institute), was invited by Glasforum Österreich (the Austrian glass forum) to give a talk on the opportunities that the aforementioned megatrends are opening up for glass as a packaging material.

Glass is inert. It does not have any effect on substances it comes into contact with, which is why it provides a perfect protective barrier that stops even chemicals from being transferred from one side to the other. These unique properties give people a sense of trust in glass – and this trust has strong emotional appeal, so it is no wonder that 77 per cent of European parents prefer glass over any other packaging material for storing baby food. As a raw material, glass is also completely recyclable, so it can be melted down and reprocessed time and time again.

Glass therefore acts as a bridge between the “health” and “ecology” megatrends, but it has a role to play in the “individuality” trend too. To illustrate this, Andreas Steinle cited the example of the “Stadtmilch” (“urban milk”) project in Zurich, which enables people to buy milk on tap from a vending machine right in the heart of the city. The milk is dispensed into glass bottles, which customers can either bring with them or buy on site. For more information about this project, visit [www.stadtmilch.ch](http://www.stadtmilch.ch).

### Vetrotalk

The Vetrotalk event, which was organised jointly by Vetropack Austria and Glasforum Österreich, was held in Vienna in autumn 2014. Alongside Andreas Steinle from the Zukunftsinstitut, the other guest speaker was Christian Prior, Account Director at Weber Shandwick. Christian Prior presented the packaging survey carried out by the European Container Glass Federation FEVE, while Andreas Steinle focused on the megatrends.



f.l.t.r.: Johann Reiter, General Manager Vetropack Austria; Silvia Meißl, editor-in-chief trade magazine CASH; Andreas Steinle, Managing Director Future Institute; Christian Prior, Account Director Agency Weber Shandwick

### Focusing on the future

The Zukunftsinstitut (Future Institute) was founded in Germany in 1998 and has played a significant role in research into trends and the future ever since. The Zukunftsinstitut team is now regarded as one of the most influential think tanks in European trend research and futurology.

The institute's work revolves around this key question: what changes – i.e. what trends and megatrends – are defining our present and what conclusions can we draw from this with regard to the future of society, business and culture?

The Zukunftsinstitut has sites in Frankfurt, Munich and Vienna.



#### SPECIAL EXHIBITION IN GENEVA

## Glass art from St-Prex at the Ariana Museum

*Between 1928 and 1964, in addition to producing bottles and other glass containers, the St-Prex glassworks also created ornamental objects. Some of these are now featuring in a specially dedicated exhibition at the Ariana Museum in Geneva, where they will be on display until 1 November 2015.*

The years of crisis that followed the First World War prompted the managers of the St-Prex glassworks at the time to look for ways to diversify the business. An "art department" was therefore set up in 1928 to produce decorative items such as vases, bowls, jugs, tumblers, drinking glasses, jewellery boxes and even lamps. To begin with, the "glass artists" would transfer various popular decorative motifs onto stencils before using a spray gun to apply the patterns onto simple vases made from clear, frosted glass. Aside from these pieces, which probably now seem rather kitsch, the glassworks also produced a limited number of iridescent vases with a gold rim, only a few of which are still left today.

#### **A symphony of colours and shapes**

Artists such as Paul Bonifas and Fernand Giauque were

brought on board from 1930 onwards, expanding the product range to include some timelessly beautiful vase designs. These vases, with a shape inspired by classical forms, were made from flint (clear), green or amber glass, decorated with powdered coloured glass and fired. Enamelling made it possible to create objects such as glass vases that looked like stoneware. The decorative elements, some of which were etched into the glass with acid, depicted Greco-Roman or Etruscan scenes.

#### **Gold and silver**

From 1935 to 1964, the main emphasis was on producing vases made of transparent and bright green glass. Some individual pieces were further refined using an elaborate finishing process, which first of all involved coating them with transparent blue enamel. The "glass artists" would





then brush gold- or silver-coloured enamel onto the vases before firing them again to seal the glaze. After the second firing, a crackled effect reminiscent of Japanese Raku pottery would appear in the golden or silvery surface. The St-Prex glassworks also started producing black and crystal glass in 1938.

### Ariana Museum

The Swiss Museum of Ceramics and Glass in Geneva is home to around 20,000 objects spanning over seven centuries from 1300 to the present day. The museum is one of the most important of its kind in Europe and the only one in Switzerland. Its most popular attraction is its regular special exhibitions, including the one currently showcasing the glass art from St-Prex.

The current special exhibition will run until 1 November 2015 and is open daily from 10.00 a.m. to 6.00 p.m.

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