

# VETRO TIME

**VETROPACK ITALIA**  
New subsidiary

**MARKET**  
Soft drinks

**ART**  
An exotic world  
of glass



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**Dear readers,**

*There is a question that runs through this issue of Vetrotime like an invisible thread – a question that is also answered, both directly and indirectly. Would you like to know what question I mean? Good. Turn back to the picture on the cover. What would be the point if the girl didn't take advantage of a stolen moment to lick her sticky finger?*

*Behind every intentional act we carry out is an expectation or conviction. If this were not the case, what would be the point of doing it? Vetropack has decided to buy a glassworks in northern Italy. This acquisition was finalised at the end of July and we are now the proud owners of our seventh subsidiary. We have taken this step because having the plant in Trezzano sul Naviglio is the perfect way to enhance our Group. It will enable us to expand our product range and brings us closer to our customer base in Italy. You can find out more about our new Vetropack Italia subsidiary, which will gradually grow into part of Vetropack Group over the next few months, on the opposite page.*

*2015 has been the publication of our first Sustainability Report, which we have already briefly informed you about. Yet what would have been the point of all the time and effort we spent on this publication if you – our customers, suppliers and investors – were not interested in hearing about how we have developed in this area? Like the two asset managers featured on page 4 of this issue, for example.*

*What would be the point of Vetropack's Ukrainian plant keeping quiet about the two "Packaging Stars" it has already won this year (page 9)? A double victory is a cause for celebration – as is the successful completion of complex technical projects (pages 16 and 17), which is why our plant in Croatia welcomed visitors to an open day. After all, what would have been the point of celebrating alone? Sharing our joy with others allows it to grow. The same goes for enthusiasm – for the glass sculptures crafted by the Blaschka family (pages 18 and 19), for instance, or for the many new glass bottles and containers we have had the pleasure of developing specially for customers. Pictures and descriptions of these custom-made models can also be found in this magazine.*

*I hope you enjoy reading this issue and discovering all that it has to offer – otherwise, what would be the point?*

Best regards,

*C. Cornaz*  
Claude R. Cornaz





## VIVA ITALIA

## Vetropack Italia – the new subsidiary of Vetropack Group

*On Friday 5 June 2015, Vetropack signed the purchase agreement to buy a glassworks in Trezzano sul Naviglio, near Milan. The official transfer of ownership followed just a few weeks later, on 23 July, and the plant which previously belonged to the Bormioli Rocco Group has now been renamed “Vetropack Italia”.*

Vetropack Italia, the new Vetropack glassworks in Trezzano, is located around 10 km west of the centre of Milan. With a workforce of 258 (as of January 2015), it produces some 140,000 metric tons of glass packaging each year, most of which is sold on the Italian market.

The plant specialises in glass for packaging purposes, producing bottles and wide-mouth containers for the food and beverage industry. Some of Italy’s finest wines and spirits are bottled in products from this glassworks, which also makes containers for an extremely popular spread – which is a favourite not just with children – and various exclusive oils and delicious vinegars.

### A perfect enhancement

The acquisition of the glassworks in Trezzano sul Naviglio strengthens Vetropack’s position on the Italian domestic market. The Group already exports to Italy, with over 20 per cent of its glass packaging going to Italian customers in the 2014 financial year. Thanks to the new Vetropack Italia subsidiary, Vetropack can significantly increase its market share and further consolidate its status as an efficient, Europe-wide supplier of glass packaging in all of its markets. The product

range is also being expanded and enhanced with that extra touch of elegance and Italian flair.

“Having our own works in a country where we have been a sought-after partner of the food and beverage industry for decades is an ideal next step in our Group’s expansion,” said a confident Claude R. Cornaz. “We’re now in a position to develop further in a region that we are extremely familiar with. This will benefit our existing customers as much as those we will be welcoming thanks to our new glassworks in Trezzano sul Naviglio and those we still have to win.”



## FUND MANAGERS

# High marks for sustainable corporate management

*A relationship built on trust: the Banque Cantonale de Genève has been investing in Vetropack since 2008. Stability, healthy balance sheets, a coherent business model and a corporate strategy with a long-term focus have convinced the bank's fund managers. Which is why they will continue to remain faithful to Vetropack in the future.*

For asset managers Annick Baud-Woodtli and Laurent Brossy from the Banque Cantonale de Genève, sustainability is a key issue. Demand for sustainable investments is growing; moreover market value is also increasingly being determined by nonfinancial performance indicators. From the bank's perspective, the fact that the Vetropack Group has decided to report on its sustainable activities in compliance with the international standards of the Global Reporting Initiative (GRI) is therefore a good thing: "We appreciate it when companies also manage the risks inherent in the running of the company, in the social or the environmental domain", Brossy explains. The fund managers also take a positive view of the Business Ethics Policy that the international glass packaging specialist has put in place.

That Vetropack is a family-run company in the fourth generation free of net debt, i.e. in case of doubt can act from a position of strength, also goes down well with the investors, who acknowledge that Vetropack has attained a firm and permanent place among Europe's top industry performers in a challenging market environment. In the bank's fund for S&M Caps (Companies with low or medium market capitalisation), Vetropack also gets high marks for its product "glass". That's because glass can be recycled practically infinitely without compromising on quality, is an eco-friendly

packaging material manufactured from readily available raw materials and has many advantages over PET: glass is tasteneutral, impermeable and has as good as no interaction with the contents.

The Banque Cantonale de Genève ultimately takes many different analytic criteria into consideration in order to arrive at a global evaluation. Vetropack gets high marks.

In 2012, at the presentation of the Ernst & Young "Entrepreneur of the Year" Award in the category "Family Business" to Vetropack CEO Claude R. Cornaz, Vetropack was even judged to be an "extremely attractive" investment for investors and analysts.

Communication between Geneva and Bülach, where Vetropack Holding has its operating headquarters, is also exemplary. "We attach great importance to direct contact, and the management is accessible to us at all times", says Annick Baud-Woodtli. However, if the bank has one wish it is that Vetropack may communicate its performance in the field of sustainable development with even greater emphasis outside the company. Because this is both good for the company's reputation and guides investors in their decision.



**Annick Baud-Woodtli**

Vice President, BCGE Asset Management  
Banque Cantonale de Genève



**Laurent Brossy**

Assistant Vice President, BCGE Asset Management  
Banque Cantonale de Genève



**A HIGHLY COMPETITIVE MARKET**

## Soft drinks – sweet refreshments

*The trend for healthy eating is sweeping across the world. Sweet beverages (soft drinks) have evolved with time and the range of flavours and packaging on offer is greater than ever.*



The foundations for today's soft drinks industry were laid in Geneva, Switzerland, back in 1783 by the German jeweller Jacob Schwegge. He was the first person to produce carbonated mineral water on a large scale, and the addition of carbon dioxide still forms the basis for most soft drinks today.

Soft drinks are refreshing water-based beverages enriched with additional ingredients such as carbon dioxide, minerals, vitamins, fruit concentrate, sugar, flavourings or sweeteners. They are divided into four categories: fruit juice drinks, sparkling fruit spritzers, lemonades and fizzy sodas.

Soft drinks are in a precarious situation. After all, we are always being told that we should not drink too many of them because they are packed full of sugar, although hardly anyone drinks gallons of soft drinks on a daily basis. However, the high sugar content is not the only reason why the soft drinks market is suffering. Water and non-alcoholic beer sales are on the up, while cider and mixed beer-based drinks are becoming increasingly popular too. On top of this, the soft drinks segment also tends to struggle during summers dogged by bad weather. Yet it is not all doom and gloom in the drinks world: there is a growing and global trend towards using glass containers for beverages, with soft



drinks manufacturers relying heavily on this material to give their brands an authentic look and draw attention back to their original brand values. Glass is perfect for this: this safe and hygienic packaging material keeps its contents fresh and enables them to retain their genuine flavour for a long time.

#### From transparent to black

Vetropack offers a wide variety of one-way and multi-trip bottles for soft drinks. Transparent flint glass is the main material of choice in all of the countries where Vetropack produces or exports its goods. Yet green and amber glass bottles can also be found on the market, while black – a rather unusual colour for packaging soft drinks – has just been added to the range produced at the Vetropack plant in Croatia at the request of a customer.

#### For quenching a raging thirst or just wetting your whistle

The sizes of the bottles vary from 0.2 litres through to 0.33 litres, which is the typical bottle capacity for soft drinks. One exception to this is fruit juice drinks, which are often sold in containers holding up to 0.75 litres.

#### Health

An awareness of the value of a healthy diet and lifestyle is something which has become deeply embedded in our society.

It has had an impact on the drinks industry too, so drinks manufacturers are having to take a creative approach. Professional drink-makers are experimenting with new sweetening methods using substances like stevia, and soft drinks based on these plants from South America are already available on the market. Also proving popular are soft drinks with additional trace elements such as iron, magnesium or vitamins, as well as innovative sugar-free beverages and drinks containing natural caffeine such as guarana – not to mention low-calorie drinks too.

#### Flavours

Consumers are open to trying new flavours of their favourite drinks and the past few years have seen countless innovations – some more successful than others – appearing on supermarket shelves. This recipe for success is used by manufacturers all the time, and they are increasingly relying on opinions from consumers when it comes to selecting new flavours. Some produce two varieties of one drink, for example, and then only include the most popular one in the final range. Developers are working intensively to try out seasonal flavours and concoct new formulas involving carbon dioxide. Glass packaging is gas-tight, which enables carbonated soft drinks to retain their fizz for a very long time. To get the best out of a beverage in terms of both visual appeal and flavour, the right packaging is key. Vetropack produces both standard models and tailor-made customised solutions.

### Decorating on every table

In many countries, for example in Austria, Switzerland and Croatia, soft drinks in glass packaging are mainly used in the catering industry. On beautifully laid tables in a restaurant or at home these sweet thirst-quenchers are resplendently “dressed” in glass apparel, which consist of multi- or single-trip bottles. In supermarkets, on the other hand, other packaging materials – especially PET – are often more prevalent, although specialist drinks retailers in many places are moving away from these in favour of offering popular soft beverages in glass bottles too.

### Lightweight glass

As has already been mentioned, we are now a health-conscious society, but environmental awareness has become equally firmly established in society too and glass benefits from this as a packaging material. Not only can it be recycled again and again without compromising its quality, but cleverly devised manufacturing processes have made glass packaging lighter as well – without sacrificing either quality or safety. Lightweight glass reduces the consumption of raw materials as well as CO<sub>2</sub> emissions, which is why lightweight glass bottles are now all the rage for many producers and bottlers of soft drinks. Vetropack is a specialist on the narrow

neck press and blow process which makes the production of lightweight glass possible. The lightweight bottles are offered on all Vetropack markets.



### QUALITY FACTOR

## Packaging and sealing

*In Europe, wine producers mainly use screw caps or traditional, natural corks to seal their fine wines. Vetropack offers both these types of closure in addition to many other options. Fully automatic checks and statistical tests ensure that the wine bottles fulfil the highest quality standards.*

It could be difficult to transport an unsealed wine bottle back home. You would end up either covered in troublesome wine stains, or, possibly, with none of the bottle's delicious liquid contents left at all. A successful partnership between the glass packaging and its seal is therefore extremely important and a decisive factor in determining quality. For every shape of bottle, the specialists at Vetropack design the right finish to fit the desired closure system. Collaboration with leading manufacturers of different closures ensures that every seal is as precise and tight as possible, as well as providing a significant competitive edge when it comes to new developments.





### High quality thanks to seamless monitoring

Vetropack wine bottles are subject to a seamless monitoring process, which gives them a considerable quality advantage. Fully automatic checks of the flatness of the seal surface, the plane parallelism of the mouth and base and the contours inside the neck of the bottle are standard. They highlight the fact that Vetropack takes great care in producing wine bottles with Swiss-type thread finishes. The checks allow bottling to be carried out easily using filling pipes. Moreover, Vetropack manufactures the neck to an average diameter of 25.5 mm, which gives the best results when opening the screw cap. On top of all this, all wine bottles undergo additional statistical tests: checking of the hot end and cold end coating, leakage tests, and thermal shock checks and pendulum swing impact tests are all standard procedure. If you as the customer would like us to carry out a test customised to your requirements, this can be arranged at your convenience.



### Swiss-type thread finishes and natural corks

In Croatia, for example, around 33 per cent of the wine bottles feature a Swiss-type thread finish – a screw cap closure system developed in Switzerland. These types of finish require the glass to be perfectly flat around the mouth area. This is the only way to guarantee the quality of the bottle's contents. The Vetropack plant in Croatia sells around half of the 0.75 litre and 1 litre bottles to Slovenia. A quarter of all the bottles are in circulation in the domestic market. Fine wines in particular are packaged in bottles with a Swiss-type thread finish, and the trend throughout Europe is moving towards increasing use of these finish types. Nonetheless, producers of top-quality wines continue to seal their bottles with traditional, natural corks.

The majority of all Swiss wines are supplied with a screw cap. Just as many fine wines are sold in glass bottles with screw tops in Austria too. The same is true of Slovakia and in the Czech Republic. In Ukraine, wine producers opt for a cork finish or bail-top cork finish. Top-quality and superior wines are sealed with natural corks. Some countries to which the Ukrainian plant in Gostomel exports request Swiss-type thread finishes, but these make up only a small part of production.

### A variety of finishes

Vetropack offers a wide range of finish types, including a cork finish, bail-top cork finish, screw cap mouth and crown cork mouth, to give but a few examples. The appropriate bottle finish can be supplied in accordance with the requirements of the consumer and the market.



PRIZEWINNING PACKAGING

## Vetropack wins two “Packaging Stars”

The prizegiving ceremony for the Ukrainian “Packaging Stars 2015” awards took place in April during the “Pack-Expo” exhibition in Kiev. Vetropack Gostomel clinched no less than two of the 14 sought-after prizes on offer.

In Ukraine’s 17<sup>th</sup> competition for the best packaging, Vetropack Gostomel won the tenth and eleventh awards. This double victory was down to two flint glass bottles that could hardly be more different.

The first prize was for the 500 ml “Voloshkove pole” bottle made using a press-blow method, which ensures that the bottle walls are slim and even. This lightweight glass container weighs 290 grams and is perfect for dairy products such as yoghurt, kefir or milk.

The second accolade went to the “KIM Champagne 750 ml” bottle, which is produced in a blow-blow process. The bottle’s rounded shape and long neck give it an exclusive look, while the attractive engraved spiral pattern covering the bottle’s entire surface also adds a sophisticated touch that suits its sparkling contents.



THE “KING OF BEERS”

## Bud – the quintessential American lager

*Products from a brand that reigns supreme need packaging that is fit for a king – which is exactly what Vetropack’s Gostomel plant has been providing since early May.*

This spring, the Vetropack plant in Gostomel began producing 0.75 litre bottles for the brewery SUN InBev Ukraine, which is the leading company on the Ukrainian beer market. The brewery’s product range includes the world-renowned American brand Budweiser – also known in Europe as Bud – which was developed in 1876 by master brewer Adolphus Busch. It is an American-style lager with an aromatic flavour and a slightly bitter taste.

The experts at Vetropack Gostomel have created a bottle with a majestic, regal and impressive design that is in keeping with the Bud slogan “King of beers”. Its distinguishing features include its amber colour and the brewery’s emblem adorning the shoulder.





#### AN OLD TRADITION WITH A NEW LOOK

## Lviv Brewery celebrates 300<sup>th</sup> anniversary

To mark the 300<sup>th</sup> anniversary of the Lviv Brewery in western Ukraine, Carlsberg Ukraine has launched a special beer: "Lvivske 1715". The green bottles for this beverage are produced by Vetropack Gostomel.

The Lviv Brewery is now part of Carlsberg Ukraine, but it was originally established exactly 300 years ago, making it the oldest beer producer in Ukraine. To mark this occasion, experts from Carlsberg Ukraine have designed a new version of the traditional bottle for the popular Ukrainian beer "Lvivske 1715". The Vetropack plant in Gostomel was given the task of transforming this design into reality. The new 0.45 litre bottle is green and features a striking embossed lion – the symbol of the city of Lviv, which is considered the "beer capital" of Ukraine and is also known as the "City of the Lion". Three centuries on from the brewery's foundation, the Lvivske bottle shows the changes according to the age.

An additional label on the new bottles provides interested beer drinkers with information on the history of the Lviv Brewery. "Lvivske 1715" therefore does more than simply quench thirst – it also wishes a happy 300<sup>th</sup> birthday to the oldest brewery in Ukraine.

#### OLD MEMORIES

## Retro bottles

The simple bottles developed for the Old Herold distillery in the 1980s have been given a new look.

The Old Herold distillery is known for its Juniperus Borovička gin, which has been exported to various countries in Europe and America since the end of the 20<sup>th</sup> century and is one of Slovakia's oldest spirits. The gin has been distilled in the city of Trenčín, around 18 kilometres away from the Vetropack plant in Nemšová, since 1905, which is why it is sometimes also referred to as "Trenčianska Juniperus Borovička".

The original 700 ml Walker bottle design dates back to the 1980s, with the range now including a 0.5 litre and a 0.7 litre version. These standard Vetropack flint glass bottles are produced for Old Herold by the Vetropack plant in Nemšová. Their new limited edition retro design, with a shortened neck, rounded shoulders and a new vintage-looking label evokes memories of "the good old times". The marketing campaign for this beverage also includes events such as evenings of swing dancing, tours in vintage cars and special newspaper editions.







## REFRESHING

## Black Tonic

*On hot summer days, we find ourselves longing for nothing more than a dip in the pool or a refreshingly cool drink. So how about a sip of the new Cockta Black Tonic? Vetropack Straža in Croatia produces the black glass bottles for this beverage.*

Cockta is a refreshing soft drink which comes from the former Yugoslavia and is very popular amongst young people. Its inventor, Emerik Zelinka, concocted a new formula from a mixture of pomegranate, vitamin C, various herbs and caramelised sugar – and that was the moment Cockta was born. Even today, the secret behind Cockta's unmistakeable flavour still lies in its blend of herbs combined with pomegranates, lemons and oranges.

Consumers in Croatia, Serbia and Slovenia can now find a new version – Cockta Black Tonic – on the supermarket shelves. This is based on the original Cockta recipe, but with the addition of bitter tonic and caffeine. It comes in elegant black glass bottles, which are produced by the Croatian Vetropack plant in Hum na Sutli and are distinguished by their long, slim body and short neck. Clean and simple lines accentuate the bottles' air of refinement. Thanks to their handy design and 0.25 litre capacity, they are perfect for providing refreshment while you are on the go.

## FLAVOURS WITH FRIENDLY FACES

## Inspiration for young gourmets

*These spice mills add a playful touch to children's breakfasts, lunches and desserts and make flavouring food more fun.*

Vetropack Austria produces glass containers for spice mills which are designed to inspire children, in particular, to cook and refine their food by adding flavour. Budding young chefs can choose from a mill with a tiger design, a rabbit or a chameleon – or why not all three? The transparent jars all feature a distinctive rounded belly, long neck and wide base. The grinding mechanism was developed specially for the spice company KOTÁNYI by Austrian closure manufacturer JOMA, while the animal-themed tops made out of child-friendly plastic were procured by KOTÁNYI via the agency "Die Werbemittler". As soon as these are slipped onto the mills, the Vetropack glass containers are transformed into three friendly characters. The belly of the tiger contains a spice mix with tomato flakes for livening up rice, potatoes or pasta. The rabbit, meanwhile, is the perfect breakfast companion, with its biscuit crumble providing the ideal topping for fruit or cereal. As for dessert, that's where the chameleon comes in, with chocolate balls to sprinkle over ice cream, custard or yoghurt.

The spice mills are produced by KOTÁNYI, an Austrian spice merchant that has been inspiring people to cook and enjoy food with herbs and spices from all over the world since 1881. KOTÁNYI now boasts a range of 4,500 products, which are sold in 20 countries, catering to the different requirements, tastes and customs of various nations and cultures.





#### SPARKLING WITH CHARM

## Elegant Prosecco

*Prosecco bottles in cuvée colour are now being produced by Vetropack Straža.*

The long neck of this Prosecco bottle gives it an air of elegance and sits perfectly poised on top of the rather more robust body, a feature that is characteristic of bottles made for sparkling wine. This standard bottle design is ideal for Prosecco, but it is also used for other sparkling wines produced using the Charmat method – a process invented in Italy, where it is also most frequently employed. In France, the method dubbed by the Italians as the “metodo Charmat-Martinotti” is known as the “méthode Charmat”, but the process is the same on both sides of the border: the wine is fermented in stainless steel vats or tanks instead of in individual bottles, as is the case with the traditional “méthode champenoise” (“champagne method”). A wide range of grape varieties, including those used for Prosecco, are particularly well-suited to this type of fermentation in tanks and the continuous bottling process that follows, which takes place under high-pressure conditions.

#### MADE FOR MIXING

## A versatile range of syrups

*Two bottle colours, two Vetropack plants, 14 flavours and various possible uses: this is what makes JOHN'S syrup.*

JOHN'S syrup is sold in 0.7 litre flint and green glass bottles with screw caps. The flint glass bottles are manufactured at Vetropack's Austrian plant in Kremsmünster, which also designed them. The green bottles are a slightly modified version of the flint glass ones and are made in the St-Prex plant. The shoulder of the bottle is somewhat broader than its base, giving it a distinctive shape that also makes it extremely easy to hold. A plant leaves motif is engraved in the centre of the bottle, forming the logo and really highlighting the unique bottle design.

JOHN'S syrup is much more than “just” syrup. The 14 different flavours can be used in a wide variety of ways to suit all tastes and moods: with lunch as a refreshing non-alcoholic drink, in afternoon coffee or tea, or as an ingredient in an evening cocktail. Three flavours in particular – Lemon Squash, Citron Juice and Lime Juice – are great for using as mixers. These flavours are sold in green bottles. The syrup range has been expanded from one (elderflower) to eleven. The glass bottles that are used for all the syrups underline the variety available in the range of these natural liquids.







#### SAFE AND NATURAL

## Only the best for mother and baby

*The Vetropack plant in Gostomel produces 200 millilitre flint glass containers for baby food. These lightweight bottles in a traditional design are made using a press-blow process and weigh just 160 grams.*

Yagotyn baby food bottles offer numerous advantages which make them particularly stand out. They are made of flint glass, which is ideal for packaging natural and nutritious products such as milk because it is hygienic, impermeable and does not alter the taste of its contents – thus preserving and protecting their pure qualities.

As a result, glass bottles are the safest and most environmentally friendly packaging material for baby food. According to a survey conducted by the German market and social research institute USUMA, 77 per cent of mothers in Europe prefer the food they give to their children to come in glass packaging. Another of the bottles' distinguishing features is the leak-proof screw cap, which makes for easy handling: parents can open the bottles and close them firmly again without any difficulty to keep the milk products inside fresh.





## EXPO MILANO

# Sculptures made of glass

*A range of ornamental glass objects is on show in the Swiss pavilion at the Expo Milano world's fair. Glass packaging manufacturers Vetropack and O-I have provided 4,000 glass bottles for the display.*

The 2015 world's fair is being hosted by the Italian city of Milan, where representatives from 116 countries have gathered to showcase their contributions under the slogan "Feeding the Planet, Energy for Life". Switzerland, Austria, Slovakia, the Czech Republic and Italy – all countries in which Vetropack operates – are just some of the nations represented.

Expo Milano aims to raise visitors' awareness of nutrition and make them think about the impact it has. The consumption of food and drink automatically generates waste in the form of packaging – yet glass packaging is anything but a waste product: once it has been used, it is turned into a high-quality secondary raw material for the glass industry. Vetropack Group is a pioneer in glass recycling. Its flint and amber glass is made from up to 60 per cent used glass, while some of the new green glass it produces is even made entirely out of used glass. Recycling glass significantly improves the environmental impact of glass production, with savings of 3 per cent in energy and a 7 per cent reduction in CO<sub>2</sub> emissions achieved for every 10 per cent of recycled glass used.

In the exposition's Swiss pavilion, decorative sculptures made out of glass packaging are being showcased as part of an exhibit by the City and Canton of Zurich and Zurich Tourism. The Zurich exhibition focuses on the theme of water, innovative companies and ideas in the food sector and the Dada artistic movement. Vetropack has supplied 2,100 amber, green and flint glass bottles to build the sculptures designed

to illustrate these aspects, which include pieces in the shape of carrots and one depicting the word "DADA". When the exhibition is over, these glass letters will be recycled locally. The carrots will remain on display for a while longer at the Vetropack sites in Switzerland and Austria.

**Austria's** display features a specially planted forest and is dedicated to the theme of air. "Breathe.Austria" turns a visit to Milan's former industrial quarter into a nature-filled experience.

**Slovakia's** contribution is entitled "Slovakia. World into the Pocket", alluding to the fact that this small country offers everything you could possibly want. Features include a relaxed space outside the pavilion where people can go to recharge their own batteries as well as those in their mobile phones. The "Laboratory of Life" brought to the exposition by the **Czech Republic** immerses visitors in Czech life, giving them a chance to find out more about the country's rich agricultural tradition and fundamental research into biochemistry and nano-technology with reference to the environment, human and animal health and food safety.

**Italy's** exhibition is designed to showcase the country as a place which offers fertile ground for nurturing projects and talents and allowing them to grow. All this comes under the title of "The Nursery of Italy".

### Expo Milano 2015

The world's fair in Milan runs until 31 October 2015, with the Zurich exhibit continuing until 12 September 2015.



## INTERNATIONAL EXCHANGE

## A visit to Moldova

*In May, Vetropack Gostomel from Ukraine took part in the 20<sup>th</sup> PACKAGING. DEPOT trade fair in Chişinău, Moldova. Three parallel events were taking place at the MOLDEXPO exhibition centre on "Food & Drinks", "Food Technology" and "Packaging".*

PACKAGING. DEPOT is the only exhibition in Moldova dedicated to raw materials and technology for food production as well as packaging materials. It provides a platform for exchange between manufacturers, retailers, suppliers and potential partners. More than 120 participants from Moldova, Belarus, France, Italy, Poland, Romania, Russia and Ukraine attended this year's event.

Despite its moderate size, Moldova is one of the foremost wine-growing regions in Eastern Europe. With over 140 winegrowing estates and numerous vineyards and wine cellars, the country has a wide range of red, white and sparkling wines to offer.

Vetropack's Ukrainian plant showcased a broad selection of its products at the exhibition, including wine and champagne bottles, wide mouth bottles for milk products and juices and containers for preserving fruit and vegetables.



## EXHIBITION IN SWITZERLAND

## Ceci n'est pas une bouteille!

*A range of glass objects will be on display at the Musée valaisan de la Vigne et du Vin (Valais Museum of Vines and Wine) in Sierre in the canton of Valais until 25 October 2015. Amongst the variety of items on show are some striking pieces which go far beyond the conventional uses of glass in everyday life. Vetropack provided the exhibition with financial support. You can see there as well Vetropack's bottles.*

The Valais Museum of Vines and Wine was founded in the early 1990s with the aim of chronicling the history of wine and winegrowing in the Swiss canton of Valais. Based in the town of Sierre, the museum is currently running an exhibition entitled "Ceci n'est pas une bouteille!", which showcases a wide variety of contemporary interpretations of glass bottles and glasses and is designed to make people think. The intention is for visitors to closely examine the objects on display, which are paired with contradictory items of text. The basic assumption that "what we see is not what we think we are seeing" is thus applied to the glass receptacles on show. The title of the exhibition is inspired by the work of Belgian artist René Magritte, whose painting "The Treachery of Images" featuring the famous words "Ceci n'est pas une pipe" ("This is not a pipe") questioned the relationship between an object, its status and the way it is represented.


**Information for visitors**

Musée valaisan de la Vigne et du Vin, Rue Sainte-Catherine 6, CH-3960 Sierre

**Opening times:** Wed-Fri 2.00 p.m. – 6.00 p.m., Sat-Sun 11.00 a.m. – 6.00 p.m.

## EVENT

## Celebration marks the culmination of two technical projects

*Vetropack Straža in Croatia invited customers, suppliers and politicians to come and celebrate the completion of repairs to its amber glass furnace and the installation of an exhaust emissions purification system. More than 200 guests accepted the invitation and attended the event.*

On 29 May 2015, Vetropack Straža welcomed 200 invited guests to join in celebrating the completion of two major projects. The guest of honour was Croatian President Kolinda Grabar Kitarović, who gave a speech in which she described Vetropack Straža as a prime example of efficient business management. The region's chief administrative official echoed this view: "Vetropack Straža is the most successful company in the region. If only Croatia had 10 to 12 businesses like this, our economy would have been in a better state long ago."



Tihomir Premužak, Head of Vetropack Straža, drew attention to the key role played by the two project teams responsible for the furnace repairs and the installation of the exhaust emissions purification system. He attributed the efficient and professional implementation of the projects to their hard work and dedication, and also took the opportunity to thank all customers and business partners for their cooperation over the years.

Glass was very much at the heart of the occasion – from the table decorations and gifts handed out to guests to the musical

accompaniment provided by a special musical instrument known as a "bottle phone", which was made out of glass bottles in all shapes and sizes.



### Furnace repairs

A team led by Velimir Mrkus, Technical Director of Vetropack Straža, spent 67 days carrying out repairs to the amber glass furnace. The purpose of this was to make the furnace more energy-efficient, reduce greenhouse gas emissions and increase the flexibility of the furnace capacity, which in nominal terms now amounts to 250 metric tons per day.

### Exhaust emissions purification system

The installation of the exhaust emissions purification system is the biggest environmental project undertaken at Vetropack's Croatian plant to date. All three furnaces have been connected to the system, thus significantly reducing the amount of dust and harmful substances released into the environment. The installation of the new system brings Vetropack Straža's operations into line with the requirements of the EU emissions standards for the glass industry.





## OPEN DAY

# A big day for Vetropack Straža

*Vetropack Straža had two good reasons to celebrate on Saturday 30 May 2015: not only had its furnace repair work been successfully completed, but it had also had an exhaust emissions purification system installed. The plant therefore opened its doors to the public for the whole day.*

Under the slogan “Vetropack Straža for Hum na Sutli – Hum na Sutli for Vetropack Straža”, the programme for the day got underway with performances by schoolchildren from the local village, a brass band and a small choir entertaining visitors with popular songs and well-known classics. Tihomir Premužak, Head of Vetropack Straža, thanked employees both past and present for their hard work and their contribution towards the development of the Croatian plant. He was keen to stress his particular pride in the successful installation of the exhaust emissions purification system: “The completion of this installation marks the conclusion of our environmental projects here at Vetropack Straža. We will of course continue our commitment to protecting the environment and take it further – after all, we can and must strive for continuous improvement.”

The exhaust emissions purification system will reduce the environmental impact of dust and harmful substances generated in future. The thermal energy produced during this process will be used to heat the office facilities and the plant itself. This renovation work is the biggest environmental project undertaken in the history of the Croatian Vetropack plant to date.

Amongst the 1,500 guests attending the open day were the mayor of Hum na Sutli and the region’s chief administrative official, who congratulated Vetropack Straža and its employees on the implementation of their projects and their positive business results. They also emphasised the important role played by the glassworks. The visitors marvelled at the plant’s state-of-the-art technology and the clean and tidy state of the production facilities. Former members of staff, some of whom had been employed by Vetropack for their entire working lives, were particularly impressed by the developments and advances on show.

## A glass-making tradition in Hum na Sutli

The close links with Vetropack Straža and the tradition of glass-making in the local region were highlighted in a project involving a class of eight schoolchildren from Hum na Sutli. The seven- to ten-year-olds, along with their parents and teachers, collected over 4,000 metric tons of glass, which they then handed over to the Vetropack plant for recycling. Tihomir Premužak congratulated the schoolchildren on their efforts and rewarded them with a gift.





## DELICATE MODELS CRAFTED IN GLASS

# A glimpse into an exotic world of glass

*More than a century ago, preserving flora and fauna for posterity was a difficult task. Yet there was one method of preservation that served this purpose and continues to do so today – recreating plants and animals in glass. Leopold and Rudolf Blaschka made a name for themselves as producers of these delicate models.*



© Museum of Comparative Zoology, Harvard University

A sea anemone gently unfurls itself in front of its admiring visitors – its form carefully crafted down to the finest detail. Yet it is not a real sea anemone, but a model made of glass. It was produced by Leopold (1822–1895) and Rudolf Blaschka (1857–1939), a father-and-son duo of Bohemian glass blowers, artists and scientists who created thousands of glass models of sea creatures and marine plants between 1863 and 1890.

The Blaschkas came from a glass-blowing family. Before Leopold followed in his forefathers' footsteps, he completed two apprenticeships, one as a goldsmith and then another as a glass blower. He was fascinated by natural history, which was a newly emerging field at the time. In the late 1850s he began sculpting exotic flowers out of glass, basing his designs on illustrations from natural history books. An aristocrat heard about Leopold's work and commissioned him to produce 100 glass models of his orchids.



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### Detailed drawings

More and more aquariums and natural history museums emerged in the second half of the 19<sup>th</sup> century, but the methods used to preserve real flora and fauna were still rudimentary – which is how Leopold Blaschka got his next major commissions. By this time, his son Rudolf had begun assisting his father with his work. On his travels, Rudolf sketched countless drawings and made notes on the properties of plants. The Blaschkas always produced detailed drawings of every creature they modelled too, before they set about sculpting them in glass. Each exclusive, complex model is made out of pieces of transparent and coloured glass, bonded and fused together using a combination of glass blowing and heat techniques. Leopold preferred working on larger areas of glass, while Rudolf would spend many hours meticulously honing the fine details.

### Worldwide collections

Some of the Blaschkas' enchanting glass models are still on display for people to admire today. The largest collection of them can be found at Harvard University and its origins can be traced back to a contract with the university's Botanical Museum, for which the Blaschkas produced over 4,000 glass flowers. The pair worked on this project for five years, and after the death of his father Rudolf continued to make models on his own for a further 41 years.

The second largest collection of Blaschka masterpieces is housed in the Museum of Natural History in Vienna. The museum has lent some glass models to the University of Vienna for an exhibition marking its 650<sup>th</sup> anniversary. Further pieces are on show at the Botanical Museum in Boston, the University of Tübingen Museum, the University of Pisa and the Natural History Museum in London.



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