

Press Release

Vetropack Straža celebrates 30 years in the Vetropack Group

Hum na Sutli, 21 October 2026 – Vetropack Straža d.d. is celebrating its 30th anniversary as part of the Vetropack Group, one of the leading manufacturers of glass packaging in Europe. Since joining on 9 September 1996, the site in Hum na Sutli, Croatia, has grown into a modern production plant that supplies customers across South-Eastern Europe and beyond. The milestone was marked by two events bringing together employees, their families, as well as former and current management.

The celebrations began on 5 September, a couple of days before the actual anniversary of the acquisition, with a Family & Friends Day for employees and their families. The programme included plant tours, glass-making activities, and a presentation of the plant fire brigade's new fire engine. On 15 October, members of the 1996 management team returned to [Vetropack Straža d.d.](#) for a first-hand look at today's plant and to share memories with the current management, Hum na Sutli's mayor and the Krapina-Zagorje County prefect. They were joined by Vetropack Group representatives Lukas Burkhardt, CEO, David Zak, CFO, and Claude R. Cornaz, Chairman of the Board of Directors of Vetropack Holding AG.

"Thirty years ago, Vetropack decided to acquire Straža because we believed in the people and in the long tradition of this site," said Claude R. Cornaz. "Walking through the plant today with many of those who were there back then shows how much the teams have achieved in the meantime. The plant in Hum na Sutli has grown into an important and thriving part of our Group."

More than 160 years of glassmaking

The glass factory was founded in 1860 by the Bavarian industrialist Michael von Poschinger, who chose the site for its proximity to the mineral water spring in Rogaška Slatina, the plant's first customer. The plant is located directly on the Slovenian border: a bridge links the site to its warehouse on the Slovenian side, and its industrial siding connects to the railway station in Rogatec. Already in 1993, the glassworks entered into a cooperation with Vetropack to improve quality and productivity. In 1996, the [Vetropack Group](#) acquired the plant what was then Tvrnica stakla Straža and comprehensively modernised the facility.

The broadest colour range in the Vetropack Group

Today, around 700 employees take care about production on three furnaces and twelve production lines which makes Straža one of the biggest plants within the Vetropack Group. Alongside green, amber, olive, cuvée and flint glass, the plant uses a [colour feeder](#) to tint flint glass into even more colours – a technique introduced in 2003 to produce a dark blue for Fructal juice bottles. Today, the colour range extends from different shades of blue to UV flint, a clear glass with [full UV protection](#). This gives Vetropack Straža the broadest colour range in the Group and enables it to

meet the diverse requirements of customers in segments such as juices, premium spirits and wines. The plant mainly supplies Croatia and neighbouring countries. One of the iconic bottles supplied is [Cockta](#) which is a very popular non-alcoholic beverage in the region.

Investing in efficiency and sustainability

Recent investments have further strengthened the plant's production capabilities and environmental performance. Between September 2024 and early 2025, Vetropack rebuilt the flint glass furnace, installed new glass forming machines – including the plant's [first servo-electric NIS machine](#) – and added the latest inspection technology at the cold end. The modernisation has increased production capacity and energy efficiency while reducing CO₂ emissions. In spring 2025, the furnace became the first in the Group to be [certified](#) as a technological unit under the European Machinery Directive. In the same year, Vetropack Straža d.d. installed its [third solar power plant](#) and became the first business unit in the Group to have its environmental management system [certified to ISO 14001](#).

“The past three decades in the Vetropack Group have shaped out plant more than any other period in our more than 160 years of glass production,” emphasised Darko Šlogar, Managing Director of Vetropack Straža d.d. “What we have achieved is above all the work of our employees. Their expertise and commitment, often over many years, are what makes our plant in Hum na Sutli strong. At the same time, we see ourselves as part of the community in this region, and we will continue to contribute to it. Among others, we support volunteer fire brigades, the county hospital as well as schools, local sports clubs and local associations.”

Images:



	Image 2: The former managing director Dragutin Špiljak addressed the gathering and recalled how Straža's integration into the Vetropack Group unfolded.
	Image 3: The celebration began on 5 September with a Family & Friends Day for employees and their families.
	Image 4: The jubilee logo



Image 5:

Cockta is a non-alcoholic beverage that has refreshed and delighted generation after generation with a unique secret recipe that includes a cocktail of eleven herbs and caramel, water from a mineral spring, and other natural ingredients. And the bottle is being produced in Vetropack Straža.

About Vetropack Group

The Vetropack Group numbers among Europe's leading manufacturers of glass packaging for the food and beverage industry, with 3,532 employees and net sales of CHF 778.9 million in 2025. Vetropack has state-of-the-art production plants as well as sales and distribution offices in Switzerland, Austria, the Czech Republic, Croatia, Slovakia, Ukraine, Italy, the Republic of Moldova and Romania.

Through our work, we enable people to enjoy food and beverages in the most elegant, safest and most responsible way. This is because glass is a sustainable packaging solution – and the perfect material to ensure that food is packaged safely. With our holistic Service plus+ approach, we help our customers to optimise their value chains and guarantee consumers' safety. To this end, we endeavour to build close and long-lasting relationships. Guided by our understanding of environmental responsibility and cost efficiency, we aim to minimise our carbon footprint throughout the supply chain, and we are committed to recycling as the key to optimising product life-cycles.

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