

Full of colour and finely
finished – perfection in glass form



Packaging glass from Vetropack. Glass is durable, impermeable, hygienic, malleable, and natural and has aesthetic appeal, which is why it is still the number one packaging material for food and drink. At Vetropack, shape, colour, finish and function are always combined to form one harmonious whole. It is this interplay of different aspects that makes each packaging design unique and perfectly in tune with its contents. And it is not just customers who benefit from this – it's good for the environment too.



Creating colours in the furnace and the feeder

The world of Vetropack glass is bursting with colour. A variety of colouring processes are used to create the flexibility required to produce a broad spectrum of tones.

Eight standard colours. The glass mixture is essentially made of four primary raw materials – silica sand, sodium carbonate, lime and dolomite – and a secondary raw material, used glass. The proportion of used glass can be as high as 90 per cent, depending on the colour required. The glass is coloured directly in the furnace, in a traditional process known as furnace colouring. Vetropack uses this method to produce its eight standard shades: white, primeur, green, Vetrogreen, olive, feuille-morté, cuvée and brown.

A wide range of customised colours. Vetropack can fulfill individual colour requirements too. For small production volumes in special colours, the colour concentrate is only added to the feeder (forehearth) – i.e. at precisely the point when the special glass treatment process begins. Various hues are created at the Croatian plant Vetropack Straža, ranging from dark cobalt and clear, water blue to a subtle light green.

Well protected. The colour of the glass not only enhances the aesthetic appearance of the packaging; it has an impact on its functionality too. Some products, for example, need more protection from light and therefore require darker-tinted glass. Regardless of the ambient temperature, light can cause colours to change, vitamins to be lost or bad smells to build up, as well as reducing the shelf life of the packaged contents.

While it is true that the critical band of light radiation for food and drink varies from product to product, it is the energy-rich UV range which has the strongest adverse effect on most products. That is why translucency is particularly important when it comes to choosing the right colours for glass.



Dark or light? The darker the colour, the more protection it provides against light. For many product categories, however, it is the natural transparency of glass that determines sales success. That is not a problem: suitable outer packaging, appropriate storage or alterations to the product recipe can all help to protect light-sensitive products packaged in light-coloured or transparent glass. Light protection can also be provided by applying a coating or a sleeve label.

Giving fine products an even finer finish

No matter what shape and colour it is, Vetropack can enhance any packaging by applying customised reliefs or premium effects, which can be achieved using different labelling concepts, coatings, screen printing or sleeves. Customers are offered a comprehensive consultation to help them choose the finish they want and Vetropack works closely with specialists to guarantee top quality.

Presenting a profile. Glass reliefs give packaging a distinguished and distinctive look. They help to make a product stand out from the crowd and boost its recognition value.

Application	company logos, brand names, crests or other emblems
Requirement	own bottle mould
Batch size	customer-specific models can be produced in a one-day production run or larger batch sizes
Suitable for	multi-trip and one-way bottles
Segments	suitable for all segments



Labels – from classically designed to virtually invisible

The classic. The classic paper label offers plenty of opportunities for enhancing glass packaging and giving products an extra-special appearance. A wide variety of colours and shapes and integrated tamper-proof features are just a few of the many advantages which make this traditional finishing method a constant presence on the market.

Requirement	a suitable packaging surface; Vetropack will advise you on whether to opt for wet-glue or self-adhesive labels
Batch size	suitable for all batch sizes
Suitable for	multi-trip and one-way bottles
Segments	suitable for all segments

The ‘no label’ look. The ‘no label’ look – created using transparent labels – offers exceptional variety and brightness of colour as well as flexibility. The ultra-modern appearance this creates has a screen-print-like effect.

Requirement	‘no label’ labels must be applied to glass objects without any air pockets
Batch size	suitable for small and larger batch sizes, therefore also ideal for one-off events and special editions
Suitable for	one-way bottles
Segments	suitable for all segments

Coating plus label. A coating on all or part of a glass packaging item creates the impression of a premium product. Labels or screen printing applied on top of this add the finishing touch to this exclusive look.

Application	as a partial or complete solution for visually enhancing a product and making it stand out
Requirement	rinsing instead of washing is recommended: It must be possible to fill the container without touching each other to avoid scratching the coating. If outer packaging is used (boxes), it is advisable to use cardboard dividers to prevent the bottles from touching one another during transport.
Batch size	can be used for small batch sizes in principle, but it is a more cost-effective solution for medium and larger production runs
Suitable for	one-way bottles
Segments	spirits, sparkling wine, trendy drinks, beer



Screen printing as an alternative to labels

This technique can be used to create six brilliant colours or genuine gold and silver tones to enhance the glass packaging. Vetropack offers screen printing as an 'all-in-one' service, so all you have to worry about is the closures.

Requirement	screen printing does not restrict the filling of the container or the use of additional packaging in any way
Batch size	suitable for small and larger batch sizes, therefore also ideal for one-off events and special editions
Suitable for Segments	multi-trip and one-way bottles mineral water, beer, non-alcoholic drinks, sparkling wine, spirits, wine

The sleeve – like a second skin

Sleeves – tubes made of plastic film which are pulled over bottles and shrink-fitted – offer the chance to create an impressive overall look with an end-to-end design from the neck to the base.

Requirement	it is advisable to carry out a test run to ensure maximum precision (the film tubes may become warped)
Batch size	ideal for larger batch sizes
Suitable for Segments	one-way bottles suitable for all segments



Vetropack: top-quality products preserving value for you

The Vetropack Group is one of Europe's leading manufacturers of glass for packaging. It operates seven plants in Switzerland, Austria, the Czech Republic, Croatia, Slovakia and Ukraine, and employs 3,000 staff. The glass factories are certified under ISO 9001 and have a total of 16 melting furnaces with a daily production capacity of 4,000 tonnes of glass for packaging.

Glass meets the highest specifications. The Vetropack Group supplies its customers in the food and drink industry with glass containers that meet the highest specifications. They provide complete protection for the product and also embody product image and marketing strategies. Vetropack's services range from packaging design, production and logistics through to technical consultancy.

Leading the way in environmental protection. As long ago as the 1970s, Vetropack introduced a system in Switzerland for recycling used glass, making the group a pioneer in glass recycling. With its commitment to recycling and continuous investment in the latest production facilities, in recent decades Vetropack has succeeded in substantially reducing its consumption of raw materials and energy and its emissions of harmful substances.



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