

# VETRO TIME

## MARKET

A variety of sweet and savoury products in jars

## ORGANIC WINES

Enjoying wine sustainably

## FRIENDS OF GLASS

Group-wide blogger event



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**To the cover picture.** When it comes to putting on and presenting a brunch, the possibilities for the host are endless. And the traditional white glass packaging is just as diverse as its contents. But stained glass packaging – in green, blue, brown, etc. – is already a firm fixture on the brunch table. Glass is the perfect packaging material for tasty products, both sweet and salty, as it provides them with ideal protection and preserves their authentic taste.



**Dear readers,**

Whether you call it breakfast, Frühstück, Morgenessen, prima colazione, petit-déjeuner or brunch – it doesn't matter as long as it's tasty, is my motto. And that's not hard to achieve, as you can find many tasty treats and juices in glass packaging on every breakfast table. These products not only look appealing and appetising, they also preserve their unadulterated flavour to ensure that breakfast marks a successful start to the day. If this has made you curious, I recommend taking a look at pages 8 to 11 of this Vetrotime.



It's not only in the morning that we come across glass, the best packaging material around. I, for example, like to enjoy a glass of wine after an eventful day. It's striking that more and more consumers are going for wines made using organic grapes that are grown in harmony with nature. You can meet three winegrowing families who have dedicated themselves to organic viticulture on pages 6 and 7. It goes without saying that their natural product can only be bottled in glass bottles.

It's a short hop from organic wines to solar energy – there are photovoltaic systems on some of the roofs at our plants in Croatia and in Pöchlarn in Austria (page 14). Renewable energy and a company whose most important secondary raw material is recycled glass are a perfect match.

By the time you read this magazine, autumn will already be nearly over and the two biggest trade fairs will be about to open their doors. I'm referring to BrauBeviale in Nuremberg and SIMEI in Milan. The

focus of BrauBeviale in Bavaria (12 to 14 November) is on brewing and marketing beer while SIMEI in Italy (19 to 22 November) is devoted to the wine sector. Vetropack's team of experts will be happy to showcase our wide product range to you at both trade fairs (see page 17). We look forward to seeing you!

I'm not sure if we will get a chance to meet in Nuremberg or Milan. Early though it may seem, therefore, I would like to wish you a successful end to the year, a relaxing Christmas and all the best for 2020! I hope you enjoy reading this edition of Vetrotime. We have certainly enjoyed writing and putting it together for you!

Kind regards

A handwritten signature in blue ink that reads "J. Reiter". The signature is fluid and cursive, with a large initial "J" and "R".

Johann Reiter  
CEO Vetropack Holding Ltd

# EYE-CATCHER



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## FIELD OF LIGHT

# Breathtaking

World-renowned artist Bruce Munro has assembled his biggest work of art to date – an enormous walk-through installation sprawled across several hectares in the southern Californian city of Paso Robles. The field of light is made up of a network of more than 58,000 glass spheres mounted on narrow stems that light up in a series of changing colours. At dusk, the solar-powered installation gently illuminates the rolling countryside and the oak trees.



© Marta Klonowska

## FRAGILE ART

# Animal sculptures made from used glass

Marta Klonowska's sculptures are captivatingly beautiful. The Polish artist creates lifelike replicas of different animals from thousands of pieces of used glass. Her main theme is dogs brought to life from old paintings and engravings. Marta, who is based in both Düsseldorf and Warsaw, takes animals from the backgrounds of paintings and brings them to the fore with her sculptures.

## GLASS SHOP

## Artistic experimentation



Visitors to the Something Interesting shop in the heart of the city of Lviv are welcomed with a cup of delicious-smelling coffee. Customers are enchanted by unique jewellery, crockery made from reused bottles, individually designed glass lamps and design features. Originally designed tree baubles are also on offer in preparation for the upcoming Christmas festivities.

## Culinary delights



For fans of Bavarian delicacies and haute cuisine, Schuhbeck's at Munich Airport is the perfect place to find sustenance between flights. You can try out the delicious recipes from well-known TV chef and author Alfons Schuhbeck at the restaurant and shop in Terminal 2. The restaurant's cosy atmosphere allows passengers to almost forget that they are at an airport and not in the heart of Munich city centre. The herb-filled summerhouse, decorated with preserving jars packed with fresh herbs, also invites you in to relax for a moment.

## ORGANIC WINES

## Enjoy wine in harmony with nature

*In organic viticulture, grapes are grown using environmentally friendly methods, their upkeep does as little damage to the natural world as possible and no pesticides or additives are used. There is now a wide variety of high-quality, prize-winning organic wines.*

Organic winegrowers work in a preventative way to keep the ecosystem in harmony and the plants healthy. The results of organic winemaking are wines full of character which reflect the healthiness of the soil and the vines. Those who buy organic wines value their health aspects and their careful handling of nature in cultivating the grapes. Gone are the times when organic wines were said to leave a bad taste in the mouth. The following examples from Austria and Switzerland are representative of the relationship between enjoying wine at its best and extraordinary quality.

### It's the soil that makes the wine

Looking out from the tasting room you take in the unique view of the Hirsch estate's top sites in the Kamptal valley in Lower Austria: Lamm, Gaisberg, Grub, Renner and Heili-



Johannes Hirsch, Hirsch winery

genstein. Vision, a pioneering spirit and a strong sense of affinity with the soil of their vineyards are what shapes the work of the Hirsch family.

Josef Hirsch laid the cornerstone as long ago as 1979 when he used only organic compost from goats and water buffalo – some real pioneering work. Working together with nature, and not against it: father and son have been following this creed for decades. "How the terroir's character is expressed in our wines is the decisive quality feature which makes it unique," believes Johannes Hirsch. "Fully healthy grapes and intact soil are the most important elements if the vineyard's character is to emerge clearly and precisely." A biodynamic approach allows us to harvest earlier and determines the lightness and juiciness of these single-site wines.

### An association for biodynamic winegrowing

On the hunt for unique wines, Johannes Hirsch set up the biodynamic association ("Respekt") in 2007 together with twelve other winegrowers, and Weingut Hirsch is certified according to the association's guidelines. Day-to-day work is shaped by a quest for the highest quality through biodynamics; conserving and cultivating biodiversity as the foundation for healthy vineyards; strengthening vines with biodynamic compounds; and fertilising them with compost to support the soil structure. Lively and exciting wines are the result of this work.

#### Hirsch estate, Kammern, Kamptal (Lower Austria)

**Production:** 30 ha

100% white wine, riesling, grüner veltliner

Around 150,000 bottles per year

**Percentage exported:** 50%

Falstaff magazine Winegrower of the Year 2011



Fred Loimer, Loimer winery



The third generation of the Rouvinez family of winegrowers – Frédéric, Véronique and Philippe (from left to right) – surrounded by their Blacknose sheep

## Quality in cultivation: quality when drinking

According to Fred Loimer, the search for more individuality and therefore more quality was the main motive for converting his Loimer estate, a vineyard rich in tradition, into a biodynamic operation. "You can always do everything a bit better," believes Fred Loimer, by which he means: more natural, less harmful, more authentic, purer.

The conversion to biodynamic methods happened gradually from 2003 onwards and is based on the ideas of the biodynamics consultant Dr Andrew C. Lorand, who was called in for advice. Since 2006, all of Loimer's own vineyards have been cultivated using organic processes and in harmony with the natural elements of soil, plants, animals and people – not least inspired by the ideas of scientist and anthroposophist Rudolf Steiner. "As far as the soil goes, we don't buy anything in from outside. Among other things, we make our fertiliser from our own compost," Fred Loimer explains.

As an important founder member of the winegrower's association "Respekt", Fred Loimer shares the ideal that the highest quality comes not only from the wine itself but also from how it is produced.

### Loimer estate, Langenlois, Kamptal (Lower Austria)

**Production:** 70 ha

Up to 80% white wine, mainly riesling and grüner veltliner but also chardonnay, pinot noir, pinot blanc, pinot gris, muscat, traminer, rotgipfler and zweigelt; 15% of production is made up of high-quality sparkling wines  
Around 400,000 bottles per year

**Percentage exported:** 75%

## Nez Noir – the first organic wine from Domaines Rouvinez

Some years ago now, the Rouvinez family began to switch over to environmentally friendly viticulture. Nez Noir ("black nose") is the first wine to bear the "Bio-Umstellung" organic label. The wine is a blend of merlot, syrah and gamaret and is named after the Valais Blacknose sheep. In spring, these sheep graze happily on the grass and weeds between the vines. This means that the soil is maintained gently and in perfect harmony with nature.

### Total sustainability

The 750 ml burgundy-style bottle, made by Vetropack Switzerland, is distinguished by its light weight. Less material and energy are required to manufacture it. The short distance from St-Prex to the bottling plant reduces the CO<sub>2</sub> emissions in transit, making Nez Noir one of the most environmentally friendly Swiss wines.

The Rouvinez family's fundamental attitude to environmental sustainability is implemented throughout the entire production process. For example, the wine bottles are presented for sale in a lightweight cardboard box and the energy required to make the wine is obtained directly from the solar panels on the winery roof.

### Awards for Nez Noir

- 2017** Gold medal in the Concours Mondial du Merlot
- 2017** Gold medal in the Bio Suisse competition, best wine in its category
- 2018** Gold medal in the Expovina competition
- 2019** Gold medal in the Concours Mondial du Merlot

## SWEET, SAVOURY AND DIVERSE

# Sunday brunch just isn't the same without glass packaging

Cold and damp autumn days are the perfect time to meet up with family and friends for a cosy weekend brunch. Alongside jams and honey, sandwich spreads and fruit juices are also very popular. Glass packaging provides the ideal protection for its delicious contents and guarantees a pure and authentic taste.

The word brunch is a combination of the words "breakfast" and "lunch", since brunch usually begins in the morning and extends into the early afternoon. The term was already being used in 19th-century England to refer to social gatherings. Although brunch has lost its formality since then, it has certainly lost none of its appeal. And for many families, Sunday brunch has become a mainstay of the weekend.

## A multitude of delights in a wide range of packaging

There are no limits to the combinations of food the host can provide. The main aim is to have a good time together

and indulge your taste buds. But fresh bread and rolls, butter, jams and honey are part and parcel of every brunch spread. Chocolate nut spreads are very popular amongst children. Whether it's dark blueberry jam or bright orange marmalade – the different flavours will also add colour to your table. The colourful contents look particularly good in a variety of white glass packaging. Before, foodstuffs almost always just stood on the shelf in standard jars, but customers are now often requesting specially

*"Tell me what you eat  
and I will tell you who  
you are."*

*Jean Anthelme Brillat-Savarin (1755-1826),  
writer, lawyer and gastronomist*



designed jars and small glass containers. And the shapes of the packaging are just as diverse as their contents: round or square, bulbous, slim, large or small.

### Something for everyone

Fresh fruit, a selection of different cheeses, various egg dishes or yoghurt are also particularly choice additions to

the table. It is striking that the word "yoghurt" – a Turkish word meaning "fermented milk" – is used in many languages. As well as traditional yoghurt made from cow's milk, you can also enjoy yoghurt made from sheep or goat's milk or a lactose-free version. For vegans, soya-based yoghurt offers a welcome alternative. Yoghurts with a layer of jam right at the bottom to be mixed through just before eating look particularly good in glass packaging.



At brunch, everyone can find something that tickles their taste buds. Even hot dishes such as sausages or bacon are served. Smoked salmon is a classic, served with dill and horseradish cream. Or how about a radish spread or hummus? In some countries, fish salad or anchovies are also part of a lavish breakfast spread. In terms of drinks, fruit juices and bubbly are also offered alongside coffee, cocoa and tea.

*"You are what  
you eat."*

*Ludwig Feuerbach (1804-1872),  
philosopher*

the best possible start. Glass packaging provides dry, airtight storage for the flakes, helping to extend the product's shelf life. In the autumn and winter months, we are in particularly urgent need of vitamins. Fruit juices and, above all, smoothies – which are made using the entire fruit, sometimes including the skin – provide a useful alternative way of getting vitamins when there is no fresh fruit available.

### A healthy start to the day

For many people, a bowl of muesli containing cereal flakes, nuts and fruit is one of the ways of getting their day off to



## Honey, with respect to nature

Even back in ancient times, as well as using honey as an offering to the gods, Egyptians used honey as a remedy too. Honey contains many important antioxidants, including phenols, enzymes and plant substances. This combination can have a positive effect on the heart's health and can reduce blood pressure. And thanks to its antibacterial and anti-inflammatory effect, honey also helps to heal wounds.

For every 500-gram jar of honey, a colony of bees has to fly out around 40,000 times, covering a distance of 120,000 km. In other words: to make 500 grams of honey, a single bee would have to fly around the earth 3 times.

Bees play a very important role in our ecosystem. As pollinators, they are to a large extent responsible for the preservation and reproduction of the plant world. Plants first need to be pollinated before fertilisation and seed formation can take place. Honey bees are amongst the most important pollinators in the world. The catchphrase "bee mortality" is used to refer to the massive bee losses that have been observed since the start of the millennium. In some regions of the world, bees have already been completely wiped out as a result of natural disasters. In these areas, pollination is now carried out by humans, which is a labour-intensive process.



## Group-wide employee survey

*From 28 May until 18 June 2019, Vetropack conducted a Group-wide employee survey for the first time.*



2,590 employees took part in the survey across the Group, meaning that 76% of all staff members expressed their opinion and filled in the electronic questionnaire. For CEO Johann Reiter, this high response rate represents the aspiration of wanting to shape the future of the company together.

In the interim, the survey has been analysed by the independent research and consulting company Great Place to Work® and employees have been informed of the initial findings. Vetropack's management team is in the process of drafting suggestions as to how and where the company can improve.

## INVESTMENTS

## Vetropack Italia: optimisation measures for current operations

*A new, modern glassworks is being built in the Italian municipality of Boffalora sopra Ticino to replace the existing plant in Trezzano. Numerous optimisation measures in the existing plant will guarantee customers flawless production right up to its closure.*



Alongside Vetropack's first greenfield project, a variety of optimisation measures have been carried out to improve capacity, quality and safety in the existing Vetropack plant in Trezzano sul Naviglio. The objective is to be able to continue to efficiently supply customers with the best product quality until the plant closes.

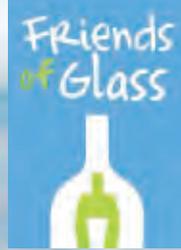
### Extra plant capacity and increased occupational safety

During an interruption to operations in the summer, two production lines were modified at the cold end and a glass-blowing station with eight sections was replaced with a 5.5" glass-blowing station with ten sections using internal labour. Important maintenance work was also carried out on all other lines, which has contributed to a boost in performance and quality.

The successful repair of the working end helps to significantly improve product quality (stones and impurities) and the service life of the essential colour furnace. Production is also set to increase by over 20 tonnes per day (net) with the aid of the overhauled operating facilities and improved inspection and packaging technology.

Maintenance and optimisation measures were carried out at both the hot and cold ends. Apart from the production machine, among other things, this also meant installing a new annealing furnace and the corresponding hot end transport equipment. On one coloured glass furnace line and also on the white glass furnace line, the cold end transport line was optimised or replaced and two new palletisers were installed, with the line layout being arranged in accordance with Vetropack's standard configuration. This means that Vetropack Italia is in a position to achieve the targets set in terms of product quality and occupational safety, and also to increase its annual capacity by 10%.

Restarting the white glass production furnace was a decisive moment. Sergio Antoci, Director of Vetropack Italia, shared in the excitement as glass flowed through the forehearth again and the project was successfully concluded (photo). He firmly believes that the knowledge gained in recent months can also be utilised profitably in the new plant in Boffalora sopra Ticino.



© Daniel Willinger Photographie

## BLOGGER EVENT

# Discovering glass with all the senses

*In October, Vetropack hosted its first Group-wide blogger event in association with Friends of Glass. Bloggers from the European countries where Vetropack has a presence were invited to come together to take a voyage for the senses through the world of glass packaging.*

The Friends of Glass action platform was set up by the European Container Glass Federation (FEVE) in 2008. Friends of Glass unites a community of people from different countries in Europe and beyond who strongly believe that glass is the ideal packaging material thanks to its unique environmental and economic benefits. The European countries with Vetropack sites are part of the Friends of Glass family on account of their membership of FEVE.

This autumn, Vetropack put on its first Group-wide blogger event in partnership with Friends of Glass. It was hosted by Austria, Czech Republic, Slovakia, Croatia, Italy and Switzerland, all home to Vetropack operations. Sustainability, food, family and wellness bloggers were invited as guests to the event. This awareness campaign helps to encourage bloggers to highlight the advantages of glass packaging to the wider world on their social media channels. This form of communication quickly generates coverage that analogue media could never contend with.

### See, hear, taste, smell, touch

The guests discovered the broad variety of glass together. Five different stations - "pure/natural", "environmentally friendly/recyclable", "inert/healthy", "high-quality/attractive"

and "innovative" - explored the many faces of the fascinating packaging material that is glass. Guests had the opportunity to touch, smell, taste, hear and see the glass and were left spellbound by the sheer diversity of glass worlds on their voyage for the senses.

Austria kicked off this roadshow. The pictures on this page were taken at the event organised by Vetropack Austria. High above the rooftops of Vienna, the bloggers got a glimpse into the alluring world of glass. The posts shared all around Europe speak volumes about the success of the first Group-wide blogger event.





## ENVIRONMENTAL AWARENESS

# The first solar power plants at Vetropack's Straža plant

*Vetropack is guided by the principles of sustainability. As well as producing glass packaging which is completely eco-friendly, all plants are striving to minimise their impact on the environment. The latest contribution came this September from Vetropack Straža, which launched two solar power plants.*

Environmental protection measures have been part of life at Vetropack for many years. These include energy-saving projects and, more recently, the use of renewable energy. The latest achievement in this area was accomplished by Vetropack Croatia in Hum na Sutli. Last year, Vetropack Straža received a grant from the Ministry of Environmental Protection and Energy for the co-financing (EU funds) of projects related to energy efficiency and the installation of renewable energy sources.

The most interesting of several projects under way is the construction of two photovoltaic systems with a total rated power of 828 kW. 3,400 panels and 23 inverters were placed on the roof of the finished goods warehouse, covering a total area of 5,565 m<sup>2</sup>. Installation work lasted four months. The two solar power plants were commissioned on 19 September and they are expected to generate 1 GWh of electricity a year. The electricity produced will only be used within the factory and will power the compressor that makes compressed air.

Mario Berc (deputy technical director) and his team are responsible for the successful delivery of this project. "The commissioning of the two solar power plants – a first in Vetropack Straža's history – is a major achievement by

our technical team, because we have broken new ground with this project. I believe that this is just the beginning and that renewables will become an integral part of the entire Vetropack Group in the near future."

As well as installing the solar power plants, six additional measures to reduce energy consumption will be implemented at Straža by the end of the year, saving 3.6 GWh of energy and 861 tonnes of CO<sub>2</sub> emissions per year.

### Green hall roofs in Pöchlarn

A photovoltaic system with a total area of 17,500 m<sup>2</sup> was installed on the roofs of the production halls in Pöchlarn in the summer of 2017. The system produces around 2,800 MWh of electricity annually. This 100% carbon-neutral electricity is enough to power 700 households for a year.

Vetropack Austria leases out these roof surfaces to the company HHB Energie GmbH, which rents roof space from Austrian companies. HHB Energie GmbH operates the roof-mounted photovoltaic systems, which it developed itself, on these roofs which would otherwise just be an empty space.



### SPECIAL EDITIONS

## Creative label design

Croatian company Podravka launched a competition called Vegeta – 100% original, 100% mine to mark the 60th anniversary of its world-renowned Vegeta spice powder. Consumers were invited to submit design ideas for the anniversary label via an app, with more than 32,000 proposals being put forward.



to cook. But whenever I do get the chance to spend some time in the kitchen, I reach straight for Vegeta because I know it'll transport me back to the flavours of my childhood."

As part of a competition to commemorate the 60th anniversary of the classic seasoning, customers were invited to submit their design proposals for an anniversary label. For Krunoslav Bešvir, Director of Podravka's culinary business programme, the 60th anniversary is the perfect opportunity to freshen up the brand's image. "In the same way Vegeta promotes creativity in the kitchen, we wanted our customers to bring their own creative sides to life when designing the label." The response was overwhelming, with 32,000 ideas being

Vegeta was introduced onto the market in 1959. The yellowish spice powder is a salt-based mix enriched with a variety of spices. The flavour enhancer is bottled in clear 475 ml jars, produced at Vetropack's Straža plant. Vegeta is now sold in more than 60 countries as seasoning for dishes such as meat, soups and sauces. For many Croats, Vegeta makes them nostalgic about their childhoods – and famous singer and songwriter Petar Grašo is no exception: Due to my many commitments, I'm sadly never left with any time

submitted. Submissions were received from Croatia and abroad – even including proposals from the United States and Australia.

The 60 winners were chosen in Split and their designs for the sleeve labels have been printed digitally. The jars commemorating the company's anniversary will be available in supermarkets in Croatia, Serbia, Bosnia and Herzegovina, North Macedonia and Montenegro from October 2019.



## TRADE FAIRS

# Great interest in glass packaging

*During the summer months, Vetropack Gostomel presented its wide range of glass containers at national and international industry trade fairs. The trend towards packaging more food and beverages in glass was reflected in the great interest shown by visitors to its booths.*

Two major events in the beverage industry took place in Ukraine in June: Kyiv\* Wine 2019 and the 7th International Forum of Brewers and Caterers in Lviv. Vetropack Gostomel was present at both trade fairs and promoted the benefits of glass packaging.

## Kyiv Wine 2019



At the beginning of June, the Ukrainian capital hosted the Kyiv Wine 2019 Wine and Gastronomy Festival, which has attracted a great deal of attention in both the country itself and the rest of Eastern Europe. During the two days of the trade fair, the 10,000 guests were given insights into around 500 types of wine from all over the world.

Vetropack Gostomel took its environmental responsibility seriously. In cooperation with Zero Waste Alliance Ukraine, all empty glass bottles used at the trade fair were collected and recycled in the Vetropack plant.

## 7th International Brewery Forum

Also in June, the 7th International Forum of Brewers and Caterers took place in the Ukrainian city of Lviv. Vetropack Gostomel was the only glass container manufacturer represented at the trade fair.



In Ukraine, brewing and craft beers in particular harbour great potential. The Vetropack Gostomel sales team presented the wide range of high-quality glass bottles available for their premium beers to their interested audience and established some valuable direct contacts at local artisan breweries. Thanks to further growth in sales in the craft beer market, Vetropack will be able to maintain its leading position in glass packaging in this segment.

## Riga Food 2019



The biggest trade fair in the Baltic food industry was held at the beginning of September in the Latvian capital Riga. Vetropack Gostomel, which is responsible in particular for the countries of the Baltic Sea region, took part in the trade fair for the fifth time. Riga Food has attracted the most important representatives of the food industry for over two decades and showcases the latest developments and innovations in the industry every year. 2019 saw 720 companies from 35 countries come together. Vetropack Gostomel was the only glass container manufacturer with a booth,

not only drawing interest from the local beverage and food industry but also proving very popular with visitors from the former CIS countries.

"Riga Food is a large, high-quality event for this region, introducing visitors to companies and brands that consumers can really trust. In addition, the trade fair is a good opportunity to meet our existing customers and partners in person," says Viktor Zavadskyy, Export Sales Manager at Vetropack Gostomel, summing up the event.

*\* From now on, we will be using the spelling "Kyiv" when referring to the Ukrainian capital in English translations. This change takes account of language usage in diplomatic circles.*

### PREVIEW

#### Visit our trade fair booths

In November, the Vetropack Group will be represented by a large trade fair stand at the BrauBeviale trade fair in Nuremberg as well as the SIMEI in Milan. Come and visit us and we will be happy to show you our wide range of products.

## BrauBeviale2019

### BrauBeviale 2019: 12 – 14 November

From 12 to 14 November 2019, drinks experts from all over the world will once again come together in Nuremberg. The BrauBeviale is amongst the leading European trade fairs which focus on the production and marketing of beer and alcohol-free drinks. With over 40,000 trade visitors, the BrauBeviale was the world's most important capital goods exhibition along the process chain of drinks production last year.

Come and see the diverse range of packaging on offer for yourself and visit us at **Booth 319 in Hall 4A**.



### SIMEI 2019: 19 – 22 November

The SIMEI wine technology fair will take place from 19 to 22 November 2019 at Milan Exhibition Centre in Rho. This year, the fair will be fundamentally renewed to become a global and comprehensive fair in the fields of technology, products and accessories for the wine sector. The opening up to wine-like product groups such as oil, beer and spirits represents a turning point in SIMEI's long tradition.

At **Booth D11E12 in Hall 15**, the Vetropack Group will be presenting a wide range of glass bottles for wines: from various standard models to unique customer models from its subsidiaries.



#### COLOURFUL

### A thirst-quencher made from spa water

Spa water from the Schlossbrunnen springs in Thalheim is not only enjoyed in its pure form but is also used as an ingredient in brewing beer and making lemonades. Vetropack Austria produces white, green and amber glass bottles for Thalheimer Heilwasser GmbH.

The 330 ml amber glass bottle provides maximum protection from light for Thalheim beer. The back of the bottle neck is adorned with a glass relief in the shape of the company logo. Besides its visual appeal, this helps to align the bottles for filling and labelling. The labels on the front, back and neck of the bottles are mainly green, the colour of the province of Styria.

The various flavours of Thalheim lemonade are also enhanced by the highly mineralised spa water. Vetropack Austria produces 330 ml bottles in white, green and amber glass. The bottle shape features a long body and distinct shoulders. The same white glass bottle for the lemonade is used for the spa water itself, which has been used since Celtic times, although this is also available in a 750 ml bottle as well as 330 ml.

#### SPARKLING

### Precious diamonds

The well-known Ukrainian spirit brand Khortytsa has refined the look of its Premium vodka. Diamonds now decorate the 700 ml glass bottles, which are being produced at Vetropack's Gostomel plant.

The high-quality vodka by the Khortytsa brand has adapted its design. By reworking the original shape of the bottle, we were able to meet this customer request and retain the elegant shape of the white glass bottle. The diamond-shaped engraving now stands out, creating the appearance of diamonds encasing the entire bottle. The lettering and the gold logo have also been refined in the process and the screw cap, which is also gold, completes the overall look.

The recipe combined with technological expertise is what makes this vodka unique; what makes it so popular are the wheat-based alcohol ("wheat tear") and the use of pure water. This spirit will win you over with its freshness: it is crystal-clear yet also smooth to the taste.

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



**EXCELLENT****Strength of character**

*The Azienda Agricola Quintarelli is one of the best wineries in Italy. Its Amarone is bottled in the 1.5-litre Bordolese Golia bottle, which is produced at Vetropack's Trezzano sul Naviglio plant.*

Weighing 1.3 kilograms, the cuvée bottle has a long body that culminates in firm shoulders and an equally firm neck ending in a cork finish. Despite its simple shape, the bottle conveys elegance and strength of character at the same time. The handwritten label further emphasises the uniqueness of the product.

Giuseppe Quintarelli was a leading expert on Amarone wine and continues to inspire other winemakers even after his death. The wines do not contain any additives whatsoever and are not filtered in order to preserve their special character. Handicraft and attention to detail guarantee the highest quality for this wine with its rich tradition.

**DIVERSE****Simple beauty**

*Vetropack Kyjov is producing new 0.33-litre soft drink bottles for the well-known Bohemsca lemonades. The simple shape is reflective of the naturally sourced ingredients.*

The white glass bottle stands out because of its clear and simple shape. The proportion of used glass in production amounts to 50%, emitting significantly less CO<sub>2</sub>. This ecological aspect suits the Bohemsca products well as they are exclusively made from natural and locally sourced ingredients. The raw products used are also featured on the labels. The practical screw cap makes the refreshing drink a good companion for everyday life and during your free time.

Bohemsca cola, lemonade and tonic water are all free from additives, preservatives and artificial colourings. The drinks are suitable for vegans as well as those with a gluten intolerance and can be enjoyed by adults and children alike. They are an expression of modern life with a hint of nostalgia.



#### A ROYAL AFFAIR

### Refreshing juniper

*King's Bridge™, a drink extremely popular in Ukraine, is changing its look. As of this year, the low-alcohol, gin-based mixed drink is also available in a 0.33 ml white glass bottle, manufactured at Vetropack's Gostomel plant.*

The Ukrainian manufacturer King's Bridge™ reviewed its production line earlier this year and made a few adjustments. Previously, the gin-based mixed drink had only been available in cans. An agreement was reached with Vetropack's Gostomel plant to manufacture 0.33 ml white glass bottles. The elegant long-necked bottle is a good match for an urban attitude to life. The transparent label also heightens its effortless style, and a twist-off crown cap finishes the look.

The three different flavours are complemented by King's Bridge Gin, specially produced for this brand. Consumers are presented with a low-alcohol sparkling drink with a unique and refreshing taste and the fragrance of juniper characteristic of gin.

#### INTENSE

### Expression of pleasure

*Vetropack Italia produces this new 0.75-litre bottle in cuvée for the Recchia family business. The design of this bottle has been developed by Vetropack Italia in cooperation with Recchia and Euroglass. The noble bottle is suitable packaging for the full-bodied red wine from the heart of Valpolicella Classico.*

The cuvée colour, the cork finish and the long neck, which opens with curved lines on the shoulders and towards the body, give the 0.75-litre bottle a noble look. Engravings enhance the elegant shape: the name Recchia can be seen on the mouth and bottom of the bottle and the company logo is on the shoulder.

Just a few kilometres from Verona, the Recchia family has been producing its wines for over a hundred years. The 90 hectares produce Valpolicella Classico, Valpolicella Superiore, Valpolicella Ripasso Amarone and Recioto della Valpolicella. This year the Recchia winery won first prize at the 67th edition of the Palio del Recioto in recognition of its work.





## STRONG

### Comprehensive overhaul

*Badel 1862 from Zagreb is the largest and oldest producer of wine and spirits in Croatia. It has recently completed a thorough overhaul of two of its brands - Vigor Vodka and Sax Gin - and the new bottles for these brands are being produced by Vetropack Straža.*

Vigor Vodka and Sax Gin have undergone a thorough facelift. In this process, the composition of the ingredients was modified with the help of professional bartenders and mixologists in order to properly meet the needs of the market. Alongside this, the bottles were redesigned and adjusted to global trends on the market.

The bottles' design is truly eye-catching, from its shape to its cap, right the way through to its labelling. The vodka and gin bottles are both made of white glass and produced in two sizes: 700 ml and 1,000 ml. The gin bottle is striking because of its solid, square shape. The specialists at Vetropack's Straža plant invested a lot of time in the design work and testing. For the transparent labels (the so-called "no label look"), the glass bottle must be perfect.

The new products are the result of carefully thought-out optimisation measures with the goal of offering the market attractive and modern products of the highest quality. For more than 28 years, Vigor Vodka has been the first choice amongst consumers in Croatia. For production, distillation and ice filtration, Badel 1862 adopts internationally recognised standards. Alongside Vigor Vodka Original, two new flavours have arrived on the market: Vigor Citrus and Vigor Wild Berry, two fruity vodka varieties with no added sugar which meet the demand for natural food products.



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



## MELODIOUS

# To a strong neighbourly bond

*Vetropack has been part of life in Bülach for over 100 years. So it went without saying that the company would take on sponsorship of the new concert hall for the Musikschule Zürcher Unterland music school. The Vetropack Hall was inaugurated in September with a "bottle music" concert performed by the band GlasBlasSing ("GlassBlowSing").*

A new district called "Im Guss" has been created on the site of the former foundry, just a stone's throw away from Vetropack's Bülach site. It welcomed its first tenants in September. The premises of the Musikschule Zürcher Unterland form part of the new development. As well as the teaching rooms, there is also a concert hall that can accommodate 200 music lovers. The new Vetropack Hall is a sign of Vetropack's sense of affinity with Bülach and its new neighbours.

### Opening ceremony

Vetropack has been part of life in Bülach for over 100 years. Many employees live in the town or actually trained at the company. Vetropack not only sees itself as a part of Bülach but also as a neighbour. So there was little to think about when the directors of the music school asked the company to

sponsor the new concert hall. The new Vetropack Hall sends out a visible and tangible signal of this strong neighbourly bond – visible in its name and tangible in its music.

The school opened its doors during the penultimate weekend of September, inviting interested members of the public to explore its new premises and join in the celebrations. In the evening, the Vetropack Hall was officially inaugurated in the presence of Chairman of the Board of Directors Claude R. Cornaz and CEO Johann Reiter. Johann Reiter presented school head Urban Frey with a glass tuning fork symbolising the countless successful concerts and events that the new concert hall will host in the years to come. "I'm already excited about the fact that we'll be able to enjoy a broad repertoire of music here in the future," said Johann Reiter as he concluded his speech. "May the Vetropack Hall at the Musikschule Zürcher Unterland be a home not only for its teachers, its students, local musicians and big-name artists but also for the audiences who will flock here from near and far."

After the joint ribbon-cutting ceremony, the German group GlasBlasSing wowed the audience in the packed-out hall with their skill in making music with bottles.





## UNESCO WORLD HERITAGE SITE

# Prosecco hills honoured

*The Italian region that's home to the country's sparkling wine, Prosecco, is now a UNESCO World Heritage Site.*

The Venetian landscape is characterised by hills, forests, quaint villages and farmland, and this rugged terrain has been moulded and adapted by humans for centuries now. The so-called ciglioni are made up of rows of vines running parallel and perpendicular to the slopes. This chessboard landscape is characteristic of the Prosecco hills.

UNESCO awards the title World Heritage Site to places that are famous for their uniqueness and authenticity throughout the world. Italy put the so-called Prosecco hills forward to UNESCO for consideration for the title. The committee reviewed this application and, at its summer session, added the hills of Conegliano and Valdobbiadene, where the grapes used to produce the famous Prosecco are grown, to the list of the world's most valuable heritage sites worthy of preserving. This brought a ten-year process to a successful conclusion.

### Italy tops the list

This award means that Italy now boasts 55 entries on the list of World Heritage Sites – more than any other country in the world. They include three other areas that have been strongly shaped by winemaking: the hills of Langhe-Roero and Monferrato in Piedmont, the Val d'Orcia in Tuscany and viticulture on the island of Pantelleria.





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