

VETRO TIME

MARKET
Sparkling wines

ART
Making magic
with jars

PROJECTS
Small changes with
a big impact



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Cover picture. Whether for a touch of sophistication for a meal or enjoying a glass while cooking, delicate sparkling wines are a real treat and put a smile on everyone's face - like the two people on the cover of this edition of Vetrotime. Read the feature article to find out about the range of sparkling wines available. Perhaps you'll discover a bubbly beverage you haven't come across before.



He who isn't curious doesn't learn as much – in other words, “what is the new CEO like?”

A warm welcome to our readers

Life wouldn't be half as exciting without curiosity and we wouldn't learn as much. It's no wonder that curiosity and learning are so inextricably linked. We want to know what's going on in the world and our environment and how everything is changing.

I've been the new CEO of the Vetropack Group since 1 January 2018 and I can imagine you're all a little curious and want to know more about me. I've been Head of Vetropack's Switzerland/Austria business unit since November 2010. During this time, I got to know the Group and the challenges we are faced with from the ground up. I understand our strengths and have set clear visions and goals – one of which is to exploit our Group-wide synergies even more effectively. This is because increasing efficiency is essential when it comes to mastering the product diversity that is so valued by our customers. Another example is standardising our IT systems and operational data which could be electronically linked to our customers' systems automatically to coordinate production planning, requests and inventories. These are just a few examples from this area in which Industry 4.0 has long been the reality.

My predecessor, Claude R. Cornaz, and I have just celebrated the “bottle handover”, as is right and proper with a lovely blue bottle from our own production (see image). And that's why for the first time in the history of the editorial we are showing not just one, but two people: the former CEO and the new one – Claude R. Cornaz (right), our designated Chairman of the Board of Directors until 20 April 2018, and myself (left). We're a good team, we're curious and we're looking forward to our new roles.

Speaking of curiosity, our Vetrotime has two new fresh and attractive sections. “Showpiece” is a regular feature providing background information about glass products that are both strange and interesting (pages 4 and 5). From now on, every edition will also include an interview; a variety of people will sit down for a

question and answer session with our editors. What they all have in common is a love of glass. Christian Roos, General Manager of the organisation International Partners in Glass Research (IPGR) is going



first (pages 8 and 9). But I won't give any more away now. Only that reading and browsing the revamped Vetrotime is worth your while – all I need to mention is sparkling wine and magic tricks.

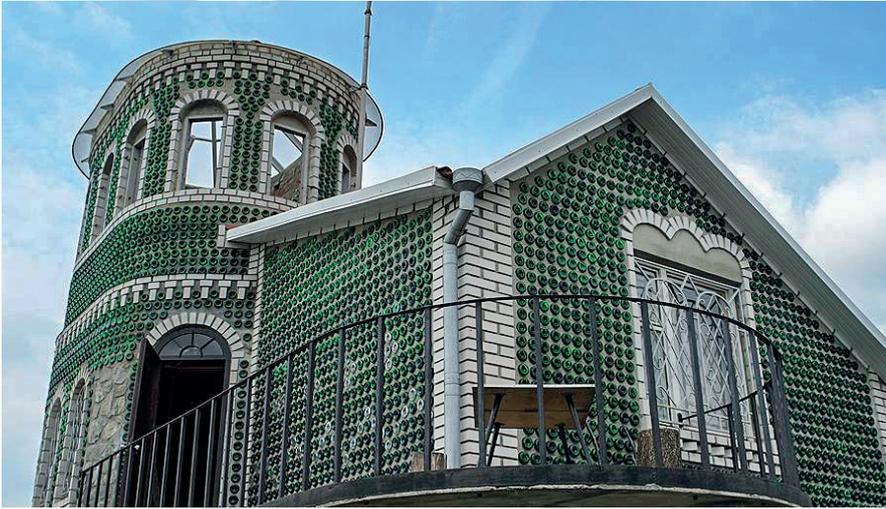
Dear readers, it has been a great pleasure to write my first editorial for you all and I am already looking forward to the next one. On that note, enjoy reading and see you soon!

Kind regards

A handwritten signature in blue ink that reads "Reiter".

Johann Reiter
CEO Vetropack Holding Ltd

EYE-CATCHER



When Ukrainian Volodymyr Sysa saw a picture of a glass-bottle house, he was so impressed that he decided to build his own. He invested every spare minute in his project, drawing up construction plans and collecting wine bottles. Filled with mortar, the bottles create air pockets which maintain the temperature in the picturesque building, keeping it wonderfully cool in summer and pleasantly warm in winter. The house is located in a suburb of Zaporizhia, Ukraine.



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CHANDELIER

Glass elegance

The crystal glass chandelier made by the Czech company Preciosa Lighting sparkles with elegance, adding a touch of refinement to any space, whether it is a historic hall or a minimalist interior. Chandeliers made out of crystal glass came into fashion in the 18th century. They were originally fitted with real candles.

THE GLASS FROG



Researchers from Universidad San Francisco de Quito in Ecuador have discovered a new species of frog. The glass frog *Hyalinobatrachium yaku* is around 2 cm long and its organs and tiny veins are clearly visible. These fascinating insides have never been seen before.

**ART**

Swimming against the current

Extreme artist Abraham Poincheval spent 2017 travelling around in a glass bottle, making his way from Marseilles to the Rhône Glacier in Valais. This is the source of the River Rhône, which travels 812 km before meeting the sea near Marseilles. The bottle, in which he lived and communicated, was displayed for a few days at a time in nine locations along the way. He presented the project at the TRIENNALE 2017 VALAIS festival at the invitation of the Valais Art Museum.

A GLASS FILE FOR STRONG NAILS

Glass files are made of tempered glass that is treated with acid, so it does not change during filing. They can last a lifetime as long as you don't drop them. Smoothing nails with a glass file also prevents the nails from breaking.

**LITERATURE**

Book recommendation



“How to live better without plastic” demonstrates what everyday life could be like without plastic. The book has seven chapters and includes information on glass as a packaging material. The clearly designed pages enhanced with pictures and illustrations are not only interesting, but beautiful too.

**HERBS IN A JAR**

Herbs enrich dishes. Subtle, bitter or spicy, there is the perfect herb for every taste. Grown from seeds or bought as seedlings, herbs in glass jars taste delicious and look neat and tidy too.



SPARKLING WINE

Bubbly variations

Vetropack is known for its varied range of sparkling wine bottles. Whether they are large or small, whether they feature a classic champagne mouth or boast their own special closure, these glass bottles provide the perfect protection for sparkling wines.

For a long time, a glass of sparkling wine was something people only indulged in on special occasions. However, it is also becoming increasingly common for this bubbly beverage to be enjoyed as an aperitif or to accompany a variety of culinary dishes. This could have something to do with the growing popularity of non-alcoholic sparkling wine. Nevertheless, New Year's Eve is still the occasion on which we are most likely to break out the bubbly, followed by birthday parties and weddings.

Vetropack offers its customers a wide range of bottles for sparkling wine, varying in capacity from 0.2 or 0.375 litres to 0.75 or 1.5 litres. These bottles are mainly produced in green, white, Vetrogreen, olive and cuvée shades. From simple designs to versions that exude sheer elegance, cus-

tomers are bound to find their ideal glass container solution. Most sparkling wine bottles come with a champagne closure featuring a traditional cork. However, there are also options available with a cork finish or Bague Vin Suisse (BVS) cap and custom closures.

Distinctive in terms of design and quality

Whether they are made from lightweight glass or heavier varieties, sparkling wine bottles provide the perfect protection. After all, glass is synonymous with pure, unadulterated pleasure, superb quality and distinctive design. High quality in terms of both product and supply are part and parcel of Vetropack's service, along with the development of customised packaging concepts – and, of course, a passion for glass as a packaging material. Internationally recognised standards and technical delivery conditions for sparkling wine bottles form an essential basis for production at Vetropack's plants. Mechanical, visual and electronic quality checks guarantee flawless glass containers.



The conical recess in the base of a sparkling wine bottle is there for a reason: it improves the glass bottle's pressure resistance, thus enabling it to withstand the pressure that builds up during secondary fermentation.

Sparkling wine as a culinary accompaniment

Consumers tend to prefer drinking sparkling wine in its pure form. Flavour, origin and quality are all key factors when it comes to choosing the right drink. With sparkling wine – like many other products in the food and drink industry – consumers also place a high value on regional specialities. What's more, they are willing to dig a little deeper into their purses for the sake of a good-quality wine.

Sparkling wine is a popular accompaniment for smoked dishes such as salmon, trout, char, poultry, ham or cold fare in general, although a glass of bubbly also adds an extra special touch to a finger buffet.

Sparkling wine as a generic term

"Sparkling wine" is the generic term used to refer to all wine-

based drinks kept in pressurised bottles due to their carbon dioxide content. The name Champagne is reserved exclusively for varieties that come from the Champagne region in France. These are subject to strict regulations and the grapes are harvested by hand. The title "Champagne" is trademark-protected. In German-speaking regions, all other types of sparkling wine are known as Sekt. These have an alcohol content of at least 10 per cent. In addition to Champagne, France also produces sparkling wine called Crémant, while Italy refers to its bubbly beverages as Spumante. Italy is also the home of Prosecco and Asti Spumante (from the town of Asti), varieties that are well known far beyond Italian borders.

Bubbly variations

When you pour a glass of sparkling wine, its effervescent bubbles really do sparkle. Yet there are variations in the sparkling effect produced by different wines. It all depends on the quality of the secondary fermentation. After this stage, the wine is regularly shaken and the yeast is eventually removed. The lower the temperature and the longer the secondary fermentation, the finer the bubbles will be.

GLASS RESEARCH

“Many ideas that we initiate are taken up by external companies”

The International Partners in Glass Research (IPGR) organisation seeks to maintain and increase the competitiveness of glass in the packaging industry through research and development programmes. Vetrotime spoke to IPGR General Manager Christian Roos (CR) about key research areas and current projects.

IPGR has been at the forefront of research and development programmes in glass technology for more than 30 years. What has changed since the beginning?

CR: The key areas of research have changed over the years, of course. At the beginning, the focus was on firmer glass. Nowadays, there is a huge focus on process optimisation and on reducing the energy consumption and emissions of furnaces. In addition, the membership structure has changed – a certain amount of fluctuation is natural here. I also think that IPGR now has a more efficient and targeted structure.

Owing to your professorship at RWTH Aachen University in Germany, you and the other IPGR members have decided to move the head offices from Bülach to Aachen. How does IPGR benefit from being linked to such a strong university?

CR: The synergies from the university's other institutions are very impressive. There are people you can contact for almost every problem and you also have the opportunity to discuss solutions with them. Help is on hand for basic chemical problems right through to technical-control and extremely user-related problems. The possibility of being able to conduct glass research through my department also offers a major benefit for IPGR.

Have you already been able to put these advantages into practice?

CR: Yes, of course. We work, for example, with two partner institutions that are supporting us with the development of an algorithm for the analysis of measurement data. One of my Master's students developed a cleaning process for moulds which cuts the previous cleaning time in half. These represent key advantages for the respective projects.

One of IPGR's key research areas involves the reduction of energy consumption and emissions in glass production. How do you tackle this issue?

CR: In two ways. First of all, we are seeking to exploit short-term savings potential through optimised processes. However, we are also looking into the future in a revolutionary way and are examining brand-new firing concepts for glass furnaces.

What projects will you be working on in the coming months?

CR: As I mentioned before, reducing energy consumption and emissions is crucial, as is optimising the moulding process. In this respect, we currently have a very successful production documentation system, which marks a major breakthrough in the field of lubrication in IS machines.

IPGR has nine members, eight well-known packaging glass producers, and the international glassmaking machinery manufacturer and technology specialist Bucher Emhart Glass. Is it sometimes difficult to find a common denominator?

CR: The companies work very professionally with each other and with IPGR. In general, they all have the same goal. Debates happen every now and then of course, but they are always constructive and lead to a commonly accepted goal.

What advantages does this concentration of outstanding knowledge offer IPGR?

CR: It makes us a pioneer in terms of technology and innovation. Many ideas that we have initiated have been taken up by external companies. For example, IPGR was the first to pursue the objective of developing a 3GJ furnace, which has now become a buzzword for efficient furnaces – and the approaches have also been followed by many others.

You have been working in the glass industry for over 18 years now. What fascinates you about glass as a material?

CR: You never stop learning. I learn something new every day, which I really like. Compared to other materials, glass has a wide range of uses and more possible variants than people assume. There are still many niche areas to research.



Christian Roos, General Manager IPGR

Education: Studied mineralogy and crystallography at the University of Giessen and the University of Marburg, completed a PhD at the Fraunhofer Institute for Silicate Research

Career to date: Research and development in the glass industry as a project manager at Schott AG Mainz from 1998 to 2008, General Manager of IPGR since 2009, and university professor and Head of the Department of Materials and Process Engineering – Glass and Ceramic Composites at RWTH Aachen University

AGROVINA

A multitude of glass packaging

Agrovina is held in Martigny in Western Switzerland every two years. At the four-day trade fair for wine and fruit-growing specialists, Vetropack Switzerland and the Group's Swiss trading house, Müller + Krempel, showcased the diversity of the glass packaging in their extensive product ranges.



Visitors to Vetropack Switzerland's fair stand were not only able to discover the wide selection of products in the standard range, but the custom-made models too. From afar, the stand was already a feast for the eyes and a visitor magnet: pictures from the production process were displayed on an oversized screen. In one area of the large exhibition space, visitors could experience what it felt like to be in a furnace, because the floor was covered with the fire bricks used to build the device.

Visitors to Müller + Krempel felt like they were at a market. Four exhibition stands with different groups of products

formed the centre of the area. The stand's open layout led to a constantly high number of visitors and stimulating discussions.





BABY FOOD

Only the best for the little ones

Wide-mouth jars from Vetropack are the perfect containers for natural and nutritious products such as baby food. They are hygienic, impermeable and have no impact on flavour. Vetropack Nemšová and Vetropack Moravia Glass are producing flint glass jars for three major baby food suppliers in the Czech Republic and Slovakia.

A balanced diet for infants and young children provides the basis for healthy development right up to adulthood. It is therefore essential for food products to be adequately protected. Glass packaging is ideal for this, as it preserves and protects the pure qualities of its contents. The leak-tight screw cap on the wide-mouth jars is incredibly easy to handle, as it can simply be opened and closed again. The two Vetropack plants in the Czech Republic and Slovakia produce various standard models for baby food packaging. The jars come with either labels or sleeves in an attractively simple design.

Tuna in a jar – a very popular product

HAMÉ s.r.o. and LINEA NIVNICE, a.s. are the two biggest suppliers of baby food in the Czech Republic. In addition to their pure vegetable purées, their combinations of vegetables and meat are proving increasingly popular. Another favourite from HAMÉ is the purée with tuna, while parents also love the fruit mixtures in jars, such as pear and sea buckthorn or peach and elderberries. Although parents often go for familiar foods, they are willing to try out new flavours from the Hamanek baby food range.

The HELLO products from LINEA NIVNICE, a.s. are based on fruit, particularly local varieties. Recently, however, some

more exotic mixtures have found their way onto supermarket shelves in the Czech Republic and Slovakia. The Czech Ministry of Agriculture has awarded this product range a prestigious seal of quality.

NOVOFRUCT s.r.o. is Slovakia's one and only baby food manufacturer. Its OVKO children's range has already won numerous awards. The baby food is made mainly from local ingredients and exported to more than 20 countries, such as Saudi Arabia and Turkmenistan. The Mongolian market also accounts for a large proportion of the exports. The three most popular products amongst parents are apple with no added sugar, apple with peach, and turkey with vegetables and rice.

Stringent quality controls

Baby food is subject to strict controls to ensure that little ones are only fed products of the highest quality. Only a few additives are allowed to be used in these semi-finished products. The legal regulations state that preservatives, sweeteners and artificial colourings are absolutely prohibited.

CUSTOM MODELS

Fresh and modern

New flint glass bottles are being made for the spirits producer St. Nicolaus at Vetropack's Slovakian plant. The bottles are based on a previous model, but now feature a new shape and engravings.

The way a product looks and feels is important to consumers. Even when it comes to standard spirits, making a product stand out from the competition is the key to success. That is why St. Nicolaus, the largest spirits producer in Slovakia, wanted new glass containers for its own low-cost line. The new 0.5-, 0.7- and 1-litre bottles are being made by Vetropack Nemšová. The Slovakian glass experts worked with the customer to develop the bottle designs. The first two sizes are produced using a narrow neck press-and-blow process and the third with a blow-blow method. The new "Klasik" model is slimmer, its tapered body flowing smoothly into the neck, which boasts an engraved "1867" - the year in which the distillery was founded. The "Klasik" bottle is not the only model to undergo a makeover, with the "Spiritus" standard bottles also being given a new look.



SWEET

A time-honoured recipe

The Czech/Slovakian drinks manufacturer Kofola has entrusted Vetropack Moravia Glass with producing the new 0.25-litre refundable bottles for its brand Royal Crown Cola. The recipe for this sweet beverage based on cane sugar has stood the test of time for over 100 years.

With a new, iconic retro-style design for its refundable bottle and a traditional-looking label, the company Kofola is evoking spirit of the early days of Royal Crown Cola and its southern, laid back origin. Even then, this soft drink was already proving a popular thirst-quencher on hot summer days. Royal Crown Cola is available in a classic version with cane sugar or Slim version with 50 per cent less calories thanks to some of the sugar being replaced by Stevia. The product comes in 0.25-litre bottles with crown corks supplied by Vetropack Moravia Glass. The amber glass container sits comfortably in your hand and is characterised by its simply designed body and short neck.

The basic recipe for Royal Crown Cola was developed by the American pharmacist Claud A. Hatcher in 1905.





SCHLUMBERGER NIGHT

Glowing enjoyment

Austrian sparkling wine producer Schlumberger brings both enjoyment and light to the night life of bars and clubs with its new bubbly beverage. The Austrian Vetropack factory in Pöchlarn produces the 0.75-litre sparkling wine bottles for this dazzling product.

Austrian wine and sparkling wine producer Schlumberger presents its new creation, a black bottle filled with premium sparkling wine, perfect for special occasions. The matt-black finish lends the flint-glass bottle the colour of the night. Even at first glance, the label exudes elegance with the curved Schlumberger logo. Just one click and the 0.75-litre bottle shines spectacularly in bright yellow for its 'classic' variety and striking pink for the 'rosé'. Hidden in the deep base is a battery which supplies the label with electricity. As well as producing this refinement, Vetropack Austria also manufactures the elegant sparkling wine bottle at its glassworks in Pöchlarn.

Schlumberger is known for the contents and the packaging of its sparkling wines being made exclusively from Austrian products. Only the corks come from abroad as there are no cork trees in Austria.

SPREAD

A crunchy experience

Whether you prefer it for breakfast or as a tasty snack to tide you over, Ovomaltine Crunchy Cream spread always goes down well. Vetropack's Austrian plant in Pöchlarn produces the wide-mouth jars for this crunchy spread with its distinctive Ovomaltine flavour.

Ovomaltine Crunchy Cream spread is perfectly packaged in the 390-millilitre jars made by Vetropack Austria. The one-way flint glass containers are part of the standard range and come with a twist-off cap. These wide-mouth jars are almost completely covered by a luminous orange wraparound label.

When it was first developed in Switzerland over 110 years ago by pharmacist Dr Albert Wander, Ovomaltine was designed as a fortifying product for building up strength. As a drink it can be enjoyed either hot or cold and is now well-known and well-loved all over the world. Supermarkets have long been stocking a wide range of different Ovomaltine products, including the Crunchy Cream spread containing crispy Ovomaltine pieces. Ovomaltine Crunchy Cream not only tastes great spread on bread, but its malty and chocolatey flavour also makes it an ideal topping for pancakes and other sweet desserts.



FOREST FLAVOURS

Regional roots

Tirola Kola, a brand owned by the Austrian company Privatquelle Gruber, has successfully established itself in Austria's catering, hotel and food retail industry. Vetropack Austria makes the flint glass bottles for this local thirst-quencher.

Tirola Kola, a soft drink from the lowlands of Tyrol, is packaged in protective and eye-catching flint glass bottles. These multi-trip bottles with a striking shoulder design are produced by Vetropack Austria. Tirola Kola is available in 0.33-litre and 1-litre bottles, with an aluminium MCA screw cap. The drink consists of mountain spring water flavoured with spruce needle extract, Swiss pine and exotic kola nut.

Privatquelle Gruber brands are rooted in a strong principle of sustainability, with an emphasis on 100 per cent consideration and responsibility for the environment. In addition to natural mineral water and soft drinks, the Tyrol-based family-run company also bottles fruit juice-based beverages, syrups and energy drinks.



ORIGINAL

A bitter, tangy flavour

Jarovska walnut liqueur has a brand new look. Vetropack Gostomel produces the 0.5-litre bottle for this drink. Anyone who likes spirits with a bitter flavour is sure to love this one.

There could not be a greater contrast between the contents of the Jarovska liqueur bottles and their design. While the bitter walnut-based spirit packs a powerful punch in terms of flavour, the green glass bottle made by Vetropack's Ukrainian plant boasts a simple look. Along with the logo and the name of the spirit, it features the engraved lettering "to je dobre" (meaning "that is good"). The green tone of the bottle is picked up again on the label. A pilfer proof cap adds the finishing touch to the overall look of the long-necked 0.5-litre container.

Jarovska is produced by the LLC national vodka company. The walnuts grow in the Carpathian Mountains of Ukraine and give the 35% spirit its distinctive bitter yet tangy flavour.

CHERNIGIVSKE LAGER

Premium beer in the portfolio

Chernigivske lager has a characteristically mild flavour with a pleasantly bitter note. Vetropack's Ukrainian plant in Gostomel produces the 0.5-litre multi-trip bottles for this beverage.

The amber glass bottle made by Vetropack Gostomel with its distinctive shoulder design serves as a protective container for Chernigivske lager from Ukraine. The front of the 0.5-litre bottle features an engraved hop-shaped emblem alongside the name of the product. The lower half represents a hop, while the upper half depicts the brew kettle. The label and crown cork are resplendent in gold and red.

The lager is amber in colour and boasts a well-balanced aroma with strong hop notes and pleasant bitterness. The secret behind this flavour lies is associated with a special technology of 10-day fermentation and 5-day stabilisation in cold conditions, which is what allows the drink to acquire a mild taste.

**ZERO GRAVITY**

Yeast cells from a simulator

Brauerei Luzern AG is packaging its latest limited-edition beer in Vetropack glass bottles. What is special about this beer is that the yeast cells have been cultivated in zero-gravity conditions using a special simulator.

Judging by its glass packaging, "Luzerner Space Bier" from Switzerland looks like any other bottled beer. This is thanks to the standard brown glass bottle design. The 0.33-litre glass container with a crown cork is made by Vetropack Austria in Kremsmünster.

In terms of its content, however, this beer literally sets itself apart from any other. It was developed by scientists from the Institute of Medical Technology at Lucerne University of Applied Sciences and Arts, who cultivated yeast cells in zero-gravity conditions. They didn't do this in space, but in a special simulator. Brauerei Luzern AG used these yeast cells to create a special beer. The yeast converts the sugar into alcohol and carbon dioxide much more slowly, which means the fermentation process takes twice as long and the beer is cloudier than usual after it has been left in storage. In terms of flavour, however, it is in no way inferior to any other beer made without floating yeast.



VETROPACK WINE

More than standard

Three Vetropack employees were among those who helped plant a vineyard for the Puklavec winery in Slovenia. The fruity wine is well protected in the 0.75-litre glass bottle produced by Vetropack's Croatian plant.

Vetropack Straža has been providing the family-owned company Puklavec with glass bottles for its fruity wine for a long time now. The standard bottle in cuvée with a screw cap has space for 0.75 litres of the delicious wine from Slovenia's Lower Styria region.

The Šipon 2016 wine is, so to speak, Vetropack's own wine. Three years ago, the Puklavec family decided to plant a vineyard complete with new vines. Business partners, local politicians, the Wine Queen and other famous personalities were invited to the planting of 31,000 Furmint vines – an old white wine variety. Vetropack employees Josipa Tepoš (sales administration), Goran Vurnek (sales representative) and Darko Šlogar (Head of Sales and Marketing) were also at the event. Everyone present at the planting of the vines was able to take home some wine in personalised bottles. Although the grapes were first harvested in 2016, they weren't presented until after the 2017 harvest. The Vetropack wine is refreshing and has discreet notes of green apples and bananas. "Your wine is very unique and has a strong character", said Mitja Herga, director of the winery and head oenologist, during the presentation.



VETROCRAFT

Glassworks welcomes breweries



Last December, Vetropack Straža invited craft beer brewers from Slovenia and Croatia to visit its plant. They learnt all about the variety of colours of glass and the diverse range of beer bottles produced by Vetropack.

Vetropack's Croatian plant demonstrated the ins and outs of manufacturing beer bottles to the 50 or so brewers. At the same time, the staff members taking part got to know about the ideas and requirements involved in bottling and marketing craft beer. After a greeting from the Managing Director of Vetropack Straža, Tihomir Premužak, and Head of Marketing and Sales Darko Šlogar, Robert Zdolec from the technical customer support team presented the special features of glass packaging. He talked about the functions of packaging and glass colours and showcased the range of Croatian beer bottles.



In keeping with the event, lunch was held at 'Punkt Beer House', which is located between Hum na Sutli and Zagreb. The participants were presented with an olive-green, 0.75-litre champagne bottle of VetroCraft beer.

The special types of beer known today as craft beers are distinguished by the passion and craftsmanship that go into brewing them. Every beer has a unique character. Vetropack also puts this philosophy into practice, as the production of glass bottles also combines passion, craftsmanship and individuality.



FREWA PROJECT

Locating the nearest source of drinking water



Freewa is a Croatian project for the conservation of drinking water sources. A mobile app allows users to see the drinking water source closest to them. Vetropack's Croatian plant contributed to the project by developing a flint-glass bottle that bears the words "thank you" in several different languages.

After Goran Ladišić, Freewa's Head of Sales, Distribution and Marketing, saw tourists in Dubrovnik, Croatia, filling up plastic bottles with drinking water from lovely fountains, he came up with the idea of producing a glass bottle that doubles as a souvenir. "The water bottle is intended to stand out from the crowd, as there is already a wide assortment of such bottles on the market", Ladišić explains. The new glass bottle is produced by Vetropack Straža. The project's name combines the words "free" and "water".

Water app

Along with the glass bottle and a case made from 100% recycled PET bottles, the project team also developed a free app that people can use to locate the nearest source of drinking water – be it a natural or public source, such as a water fountain or well. Users are also able to register and report new or polluted water sources. "There are so many wonderful sources everywhere in Croatia", says Ladišić. "We want everyone to know that they can get water from them and don't have to purchase water in PET

bottles. Thanks to Freewa, healthy water is not just free, but also packed in glass, which reduces the negative effects of plastic packaging on the environment."

Globally networked

The project was launched in 2017 and has met with great approval by users. More than 2,000 sources around the world have already been registered in the system, including drinking-water sources from more than 100 cities worldwide – in America, Australia, New Zealand, Europe and Japan. "We were most surprised by the wonderful sources in Croatia that we didn't even know about", says Ladišić.

Freewa has won two awards in the past year. At the Central European Startup Awards, the project received the prize for Croatia's "Best Social Impact Startup", while at the Bled Water Festival in Slovenia it was honoured as the region's best micro company in the area of responsible water management.

You can find more information at <https://freewa.org/>.

EVERY IDEA COUNTS

Small things with a big impact

Last year, Vetropack's Czech plant in Kyjov launched a sponsorship project called "Little things all around us". Numerous organisations and individuals submitted ideas for improving or transforming our environment.

Often it is the little, apparently insignificant things that make a big impact. Vetropack Moravia Glass took this idea and used it as the basis for a sponsorship project entitled "Little things all around us". Participants put forward 23 proposals, each one even more promising than the last. All employees at the Czech glassworks were given the chance to vote on the ten best ideas. Five winning projects were then selected by a small panel of judges, also made up of staff from the glassworks, and each awarded 10,000 Czech koruna (around EUR 391). Choosing the final winners from all the excellent entries was no easy task for the judges: "We judged them based on their creativity and what effect their implementation and subsequent use would have on activities and the community," said Karolina Bystřická, Sales & Marketing Assistant at Vetropack Moravia Glass.

The five winning projects are: restoring the fountains in Žleb, a district of Bohuslavice in Bohemia; installing 13 swings in various places around Kyjov; the Podchřibáci scouts helping children to build up a relationship with the local region; activities for children with autism; putting up a pergola at the Petrklíč forest kindergarten in Bzenec, near Kyjov.

Support makes realisation possible

Without the sponsorship, many projects would never have got off the ground at all or would only have been possible to a much more limited extent. In Žleb, for instance, not only have the fountains been completely restored, but there are also plans for a covered shelter with seating and a new footbridge over the stream running through the town. Those involved in the projects are very grateful for the financial support they have received. "Thanks to Vetropack Moravia Glass, we were able to buy the wood we needed for the pergola," said Barbora Blažičková from the forest kindergarten in Bzenec. "It offers our children protection from both the rain and bright sunshine. Helpers from the kindergarten spent six afternoons putting the beams together to complete the pergola." "We have made the swings and are now putting them up in a beautiful spot in the countryside," said Tomáš Kolařík, the man behind the swing project. "They are sure to be popular with both adults and children and of course we hope they will be used a lot."

All the projects show how important our environment is to people and how keen they are to help enhance it even more.





COOKING EVENING

Healthy, sustainable and sociable

In November, Friends of Glass hosted an evening of cooking for bloggers in Vienna. Many accepted the invitation and found out why glass is the healthiest packaging for food and drink.

The Friends of Glass cooking evening for food bloggers, which took place at the Wrenkh cooking salon in Vienna, adopted the slogan “healthy – enjoyment – together – glass”. Andrea Petrasch, Head of Marketing at Vetropack Austria, and Harald Hauke, General Manager of Austria Glas Recycling greeted the numerous participants. Together with the owner of the Viennese cooking school, Karl Wrenkh, they cooked up a menu made from products that are packaged in glass.

Along with some tricks of the trade, the bloggers also learned some interesting facts about glass as a healthy packaging material, the sustainable aspect of recycling and the ideal way of preserving food – as it's not just important to pay attention to the contents of food and drink – packaging plays a significant role too. Glass packaging is like a safe that protects its valuable contents for a long time. Nothing can pass from the glass into the product, nothing can get into the product through the glass from the outside and nothing can get out. Flavours, vitamins and the freshness of high-quality drinks and food stay unspoiled for a long time.

The event was a huge success and it was clear that the food bloggers had fun trying out the creative recipes. They talked enthusiastically about it in their blog posts. “It was a fantastic, successful evening with many great impressions”, wrote

the “mitliebeundbiss” blogger who thought the chanterelle ragout was particularly tasty. For many of the bloggers, glass already played a central role in their everyday lives before they attended the event. Many serve dishes elegantly draped in glass, take food on the go in glass or cook with products that are packaged in glass. Lisa from “Wo ist der Tellerrand” explains why she uses products in glass packaging: “Because I can wash glass really easily and use it again”. Petra from “Home of Happy” has also been a fan of glass for a long time now. “I’m delighted to belong to Friends of Glass”.



GLASS AS A DESIGN OBJECT

Vetropack jars in focus

Students at “die Graphische” technical school in the Austrian city of Vienna have been creating design objects and artworks using jam jars made by Vetropack Austria. They make you smile, astound you, render you speechless or stimulate your own creativity.

Vetropack’s wide-mouth jars provide the perfect protective packaging for many delicious food and drink products. But that’s not all. They are also design objects; each one is unique. Vetropack Austria provided die Graphische, a prestigious training institute for visual communication and media technology in Vienna, with some of its jars. As part of the “Advertising” module, students had to come up with three different packaging designs using the wide-mouth jars. The first had to be a jam jar for the market, the second a design product of their choice and the third an idea of their own for an artistic piece which serves a completely different purpose.

The students’ works exhibit a wide variety of creativity and ideas. The original labels designed for the food sector are real eye-catchers. The fact that glass carefully protects its valuable contents is showcased by the jar turned completely on its head and used as a display for elegant rings or earrings. Another original idea is the “preserved tea jar”. A hole was created in the screw cap to fit the tea strainer. The

soap dispenser with a pump mechanism and the packaged light bulb also work in the same way. Only a fraction of the jar was used to make a glass ring which could be hung up as decoration, for example. The wide-mouth jars also look chic as hourglasses. All the contributions show that there were no limits to the imagination!

“Die Graphische” media school

Those interested in media can find a diverse range of training courses at die Graphische: print media, printing and media technology, photography and audiovisual media, graphics and communication design, multimedia or PR and public outreach work are just some examples of what is on offer. The different departments also offer the chance to collaborate, which is particularly the case in practice-oriented final projects, which are usually carried out in teams.





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MAGICAL

Enchanted by the world of magic

Andrea-Katja Blondeau has managed to combine her passion with her profession. The Swiss magician teaches her audience how to add a touch of magic to everyday life – with a little help from Vetropack’s wide-mouth jars.

Swiss magician Andrea-Katja Blondeau has written a textbook called “Hokus Pokus Fidibus – Zaubern im Unterricht mit Kindern von 4 bis 8 Jahren” (“Hokus pokus fidibus – magic lessons for children aged four to eight”). This book comes with a box of tricks containing wide-mouth jars from Vetropack. Blondeau deliberately uses a range of materials that are both sustainable and local.

She offers lessons on how to do magic tricks to schools in the Swiss town of Winterthur and other places. “The demand is very high across Switzerland,” says Blondeau. Her trick with the jars proved particularly popular with the children in Sandra Frigg and Barbara Schmid’s first-year class at Erlen School. The magician holds a closed jar that has been half-filled with water in her hands. “Throw something red onto the



stage," she shouts and the schoolchildren immediately oblige. She catches the colourful objects with the jar and the water turns increasingly red with each item that is caught. At the end of the session, one schoolgirl was so inspired that she took her jar home with her at lunchtime so she could show off the trick straight away.

The fascinating world of magic

Blondeau has been fascinated by the world of magic ever since she was a child. She often used to accompany her father, also a magician, to performances. It therefore comes as no surprise that the trained nursery school teacher even earned her first pocket money with magic tricks. "I like it when I can kindle a spark of joy in the audience by doing little tricks with things like rings, for example," says Blondeau.

With her subtle humour, captivating tricks, visual effects and skilful interaction with her audience, Andrea-Katja Blondeau casts a winning spell over everyone, even those who had previously viewed magic with a sceptical eye.





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