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More than just letters

Dear readers,

Sometimes I have the chance to take a look at the latest edition of Vetrotime before it is printed. Only sometimes, because normally I like to allow myself to be surprised by the contents, like you are. This time it was different, I had the opportunity to leaf through it. So what struck me? The diversity of glass packaging. The shapes, colours, weight, design features – they all speak to the consumer, attracting his or her attention. In short, the packaging may not make the content inside it, but it certainly helps position it. That much is clear from the small selection of new products featured in this magazine. Consider the different ways in which fruit wine alone is packaged: it can pay homage to tradition in rectangular bottles, give off a sophisticated and slightly playful air in champagne bottles or exude urban chic in beer bottles (see pages 3 and 4). These differences influence purchasing decisions, because people are buying and consuming the product image too. So simple, and yet so multifaceted.

And as if that were not enough, glass packaging, like everything that follows aesthetic principles, is also subject to changing fashions. So if you think a bottle is just a bottle, you are quite mistaken. Sometimes the modifications to keep up with the times are only apparent when you look more closely. In marketing terms you would say that, in order to keep the positioning of the contents the same, the packaging has to change. This is not a problem for glass, where you can not only see the design, but touch it and feel it, too. The way it feels in your hand changes depending on the engraving and the weight. Try it for yourself: next time you pick up a glass bottle, play with it by holding it in your hand and running your fingers over the surface.

The design examples shown in this issue also demonstrate something else: the imagination has (almost) no limits... and if our specialists do have to impose some restrictions for technical reasons, they do it with a great deal of skill and sensitivity.

In that spirit, I would like to wish you a relaxing late summer with endless days of sunshine.

With kind regards,


Claude R. Cornaz

PRESSED AND FERMENTED

“Most” – liquid fruit

“Most” or fruit wine (German: Most) is the fermented juice of apples and/or pears. While it was originally drunk mainly in northern Europe, this refreshing drink has now conquered the south too.



Whereas in Austria, Switzerland and parts of Germany wine made from apples and/or pears is normally called “Most”, in the Frankfurt am Main area people call it apple wine, “Äbbelwoi” or “Ebbelwei”. On the Mosel and the Saar, on the other hand, people order “Viez”. Fruit wine made from pears is called perry and the freshly pressed juice from grapes is known as “Traubenmost” (“grape most”).

The sparkling variety of “Most” is called cider. This is the name that is mainly used in Great Britain, Ireland and the

USA. In France it is known as “cidre”, in Spain “sidra”, in Slovenia “jabločnik” and in Finland “siideri”.

Highly sought-after

Fruit wine is very popular. At the top of the per capita consumption table, at 20.3 litres per year, is Ireland, followed by Finland with 11.2, Great Britain with 8.6 and Sweden with 2.3 litres. France, Spain and Germany follow with around 1.5 litres per head each. Consumption per capita is



not measured in Austria and Switzerland, which are not members of the AICV (European Cider and Fruit Wine Association).

It's all in the name

In Austria and Switzerland, places where fruit wine is produced often have "Most" in their name. Whole stretches of both countries owe their name to it. For example, there is the "Most district" in Lower Austria – and the Vetropack plant at Pöchlarn is right at the heart of it. In Switzerland, when people talk about "Mostindien" ("Most India"), no-one would think of Asia, but instead about the canton of Thurgau, an important region for growing apples and pears. That is why people from Thurgau are often called "Most Indians" – à la Christopher Columbus! It is said of the people of Upper Austria that they can never live without their favourite drink, so they are known in their local dialect as "Most-heads".

For gourmets

Fruit wine – liquid fruit, drunk in moderation – is healthy and rich in vitamins and minerals. It can range in flavour from mild to strong, also referred to as "resch" (rich) by the experts. The acidity also varies from 5 to 8 parts per thousand. Fruit wine tastes best chilled – the ideal serving temperature is between 6 and 8 degrees Celsius. If it is to accompany a

gourmet meal, it is served in a wine glass with a stem. This allows the fruity flavours to develop fully. Traditionally, it is enjoyed served in a jug with a handle, which should be made of glass or pottery, to keep the wine cool for longer. In Brittany, cider is drunk – also well chilled – from small cups or bowls (French: bolées, Breton: bolennoù).

Well packaged in glass

Vetropack Austria produces a 1-litre reusable bottle for the Austrian fruit wine market. The design of this special bottle is based on traditional "Most" glasses: a square base with raised edges (a visual effect used as a design feature) and the logo embossed on the shoulder. There is also a 0.75-litre bottle available for producers of sparkling cider. Vetropack also supplies glass bottles for the internationally well-known Strongbow cider which is sold worldwide.

Fruit wine and cider are very often bottled in 330 ml beer bottles, or wine or champagne bottles which are part of the standard range offered by all Vetropack plants. In most countries, producers of fruit wine prefer a normal paper label for providing information about their product. In Slovakia, however, the trend is moving towards sleeves.

THE 2,000,000,000TH BOTTLE

San Benedetto and Vetropack Straža – through good times and bad

For 38 years now, the Italian drinks producer San Benedetto has been obtaining its glass bottles from the Vetropack Straža plant in Croatia. On 7 June, the two companies celebrated the production of the two billionth bottle.

Good business and pioneering partnerships flourish when people have common goals and a strong relationship. This is something Italian drinks producer San Benedetto and Vetropack Straža demonstrate every day.

The partnership between San Benedetto and the glass manufacturer in Straža began in 1975, when the two parties signed an agreement for the supply of four million bottles. The years went by and the number of bottles grew, reaching 110 million bottles a year at its peak.

On 7 June 2013, the two billionth (that's a 2 with nine zeroes after it) San Benedetto bottle emerged from the hot furnace. The Croatian Vetropack plant saw this as an occasion to celebrate with San Benedetto. After all, the partnership had not always been easy, as a look back at its history shows: there were years of war, uncertainty, economic disaster... but San Benedetto remained loyal to the Croatian glassworks throughout this difficult time. This loyalty was a real sign of solidarity and hugely important for the continued existence of the plant.



It is therefore no wonder that the celebration turned into an emotional reunion for people who, in some cases, had not seen each other for over 30 years. The Managing Director of Vetropack Straža, Tihomir Premužak, said in his speech of thanks that this was by no means the beginning of the end of their joint success story. In his words: "On the contrary, this should be an incentive for everyone gathered here today to continue in the same way so that we can celebrate together again in 15 or 20 years' time: the three billionth bottle!"



FILM FESTIVALS

Two silver awards for “Glass remains glass”

Everybody likes animation films – just for entertainment or as teaching aids. We like to learn things from a cartoon hero. This might also be the reason why the Vetropack film “Glass remains glass” is awarded time and again.

In May 2013, at the World Media Festival in Hamburg and in July, at the US International Film & Video Festival in Los Angeles, the animated film “Glass remains glass” has been awarded again. It received in each case the silver award in the category education.

Both festivals are global competitions and celebrate excellent solutions amongst others in Corporate Film and Education productions every year. Work is judged not just on its creative and technical excellence, but also on how well it speaks to its target audience.

FOR CONNOISSEURS

Pilsner Urquell

The story of the legendary Pilsner lager began 171 years ago, when beer was first brewed in the small Czech town of Pilsen. This beer has proved very popular all around the world ever since, known fondly by its fans as Pils, Pilsner or Pilsener. However, it is not just the beer that has received plaudits, but the anniversary bottle too.

To mark its 170th anniversary in 2012, the SAB Urquell brewery came up with something quite special: a 1-litre anniversary bottle with a swingstopper. The bottle, which

was made at Vetropack’s Slovakian plant in Nemšová, combines both the traditional and the modern. Its shape resembles a slender young lady wearing a splendid ball

gown. The bottle looks like a stylish, full-length glass dress, decorated not with lace but with countless tiny glass dots on the full skirt. The elegance of the bottle, with its seemingly endlessly long slim neck, is subtly underlined by the Urquell seal and the logo on one side. At first sight, it is hard to believe that this beautiful bottle contains a full litre, as it looks so light that it almost appears to be floating.

Such beauty and elegance are bound to get noticed! Proof of this came in the form of the award presented to the Pilsner anniversary bottle at the Design Touch 2013 competition, which is run by the Czech packaging company SYBA. The jury includes marketing specialists, and the award ceremony will be held in Česlice on 27 November. Before then, this outstanding beer bottle will also be competing to win a World Star Award. Fingers crossed!



IN FOCUS

A new star

Stars don't fall from heaven – in the packaging industry, they are awarded as prizes, but only to really special products. The "Bordolese Light" wine bottle made by Vetropack Gostomel is exactly that.



Andrey Antonenko (right), designer at Vetropack Gostomel, receives the award in Kiev.

At first sight, the "Bordolese Light" looks as classic as its predecessors. The differences are minimal, and yet they

have a big impact. That is because a change to the design of the bottom of the bottle has enabled the total weight to be reduced by 12 per cent. The wine bottle, which has won the "Ukrainian Packaging Star" award, now weighs just 410 grams. The jury praised the numerous advantages offered by this bottle, including its materials and energy savings as well as the reduced weight. All of this leads to lower CO₂ emissions and transport costs. The 75 cl light-weight glass bottle comes in the colours *feuille morte*, *cuvée* and *olive*.

Since February 2013, the "Ukrainian Packaging Star" award has been recognised by the World Packaging Organisation, WPO, as a qualification for the "World Star Awards". Who knows...?

GREEN PANTHER

Silver for "Ale video clip"

The 0.33 litre Vetropack lightweight glass beer bottle is taking off: hypergalactically in a video clip and with a trophy, the silver Green Panther of the regional competition for creative communication in Styria (Austria).



Ale, the amusing and entertaining video clip, portrays the lightweight glass beer bottle with all its advantages and

qualities. The short film is unconventional and full of surprises. See for yourself: www.vetropack.com, Vetropack Films, Vetropack Innovation & Design Ale or simply scan the QR code.

As the regional prize for Styria, the Green Panther includes gold, silver and bronze awards for all areas of creative communication. The awards were presented on 6 June 2013 at a gala evening in the Grazer Schauspielhaus theatre. The Hartinger Consulting agency, which conceived the short film for Vetropack, had the great pleasure of accepting the prize in the category "Motion Picture".



ALL WRAPPED UP

A hint of the exotic

A bottle specially designed for the Plzeňský Prazdroj brewery is turning into a cult icon for its trendy orange and coriander flavoured beer. The whole-bottle sleeve strikes just the right note.

Beer-based mixed drinks are popular with the younger generation, especially in summer. The addition of fruity or spicy ingredients and a stylish bottle design create a sense of freedom and lightness. That is certainly the case with Fénix (Phoenix), which is made in the Czech Republic and only available there. Unusually, it is based not on lager but on wheat beer. The secret of the fresh and slightly exotic flavour lies in the orange peel and coriander that have been added to "pimp it up" – to use the term coined by the young generation to mean "enhanced".

Before the beer was launched on the market in bottles – having previously only been available on tap – an open competition was held to choose the label design. The 12 best entries from the 400 that were submitted were selected by an expert jury, and then finally the three winners were voted for by Fénix fans on Facebook. The designer sleeves conceal 400 ml amber glass bottles which are specially made for the Pils brewery by Vetropack Moravia Glass.



FRIENDSHIP

At first sight

You can recognise your friends at first sight. The same applies to the new bottle designed for the Karlovačka brewery in Croatia, which belongs to the Heineken Group.

The new reusable bottle for the Karlovačka brewery has been on the market since the beginning of March 2013. It took 18 months to develop the design of this new, lightweight object of beauty, which weighs 26 grams less on the scales – thus saving energy and protecting the environment. And that's not all: the new bottle is being used as packaging for a whole family of drinks: Karlovačko (beer), Karlovačko Radler limun (Radler lemon), Karlovačko Radler grejp (Radler grapefruit), Karlovačko crno (dark beer) and Karlovačko Rally (alcohol-free beer). No wonder nothing can separate friends from their Karlovačko – as it says in the slogan for the new campaign.



TITULUS

Nomen est omen

Nomen est omen – as the Latin proverb suggests, the name says it all. This is often true, and definitely so in the case of the Titulus wine bottle from the Italian wine producer Fazi Battaglia.

Titulus, the pale, straw-coloured white wine with shades of jade, is the iconic wine produced by Fazi Battaglia. This is also reflected in the name. Titulus was what the Romans called the inscription on their plaques, and from this is derived the word "title". A wine with a name like that requires a bottle with a very special design. That is what the owners of the vineyard in the Marche region in central Italy thought too. Back in 1953 they launched a national competition to find the right packaging for Titulus, the classic Verdicchio dei Castelli di Jesi Classico. The winner was an emerald green bottle, the design of which had its roots in an ancient Etruscan amphora. The silhouette of this amphora-style bottle is ideally suited to the flavour of the wine. The design was modified for the first time in 2006, but without altering its essential character. Vetropack Nemšová took over production at the end of 2012 and since then has been producing the Titulus amphora as a lightweight glass bottle.

**HANDY**

Žuja beer – feels good

The Croatian beer Ožujsko pivo is so popular that it even has a nickname: Žuja. In its new bottle, it's not only a treat for the palate – it fits nicely in your hand, too.

For a bottle of beer to become a real favourite, it has to meet all kinds of criteria. One of the most important is that it is well chilled. But be careful: there's a risk of slipping! The bottle could slide out of your hand if it doesn't have a "grip ring" like Žuja. The new bottle for Ožujsko pivo tapers down from the shoulder to an eye-catching base. Other design elements include the reliefs, which highlight the quality of this traditional beer.

The bottle is now made by the Vetropack Straža plant in Croatia using the press-and-blow process, which allows the weight to be significantly reduced compared with the previous version. It was a real test to make the moulds for this special bottle with all its decorative features, and also poses particular challenges for production and quality control too.

3 PLUS 1

Crystal-clear enjoyment by the litre

The family of three Gasteiner bottles for the catering trade has now welcomed a new member: the 1-litre bottle.

Vetropack Austria began making the bottle in June 2013, so now restaurant guests have the choice of enjoying 350 ml, 500 ml, 750 ml or a full litre of Alpine-fresh Gasteiner mineral water. With such a great range to choose from, consumers are sure to be able to quench their thirst, however great it may be.

A quick reminder: In 2009, the design, which is based on a quartz crystal, was awarded the Austrian national prize for exemplary packaging. All four bottles are pleasing to both the hand and the eye. Thanks to its unusual design, the crystal bottle is a real eye-catcher in any size.





*“Water is the principle of all things. Everything is made of water and everything returns to water. Water is the origin of everything – water is life.”
(Thales of Miletus, Greek philosopher)*

SPORTY

A successful partnership: water and glass

Does water have a memory? Can it remember things and thus become energised and change its structure? There are lots of questions with no definite answer, even if you search through all kinds of different publications to find one. Be that as it may, one thing that is certain is that water and glass together make the perfect harmonious, healthy combination.

The Vetropack Straža plant in Hum na Sutli, Croatia, has been working with the company i91422 from Slovenia to develop a glass sports bottle in which normal water is energised. At least that is what the manufacturer of the code that transfers the energising information to the water promises. This code is applied to the outside of the bottle. The information is transferred using Poznik technology, a method that is supposed to transmit positive vibrations to the water through a combination of various scientific processes. Poznik technology is partly based on the research and findings of Samuel Hahnemann (doctor and founder of homeopathy, 1755 – 1843), Wilhelm Reich (psychiatrist, 1897 – 1957) and Viktor Schauberger (natural philosopher and water pioneer, 1885 – 1958). The Japanese parascientist and practitioner of alternative medicine Masaru Emoto (born in 1943) is also mentioned. His work and his photographs of water have brought him international renown. He takes photographs of water as it is freezing and makes a connection between the

aesthetic-morphological appearance of the ice crystals and the quality or condition of the water. You can find out more about “energised water”, Poznik technology and the glass sports bottle at: www.i91422.com.

The bottle – trendy and healthy

The code mentioned above which supplies the energising information is set into the centre of the bottle, well protected by a glass medallion around it. The shapely curve of the sports bottle means that it sits comfortably in your hand, and this ergonomic grip is further enhanced by rubber bands that surround the bottle and also protect it from breaking if it is dropped. The website address “www.i91422.com, informed water bottle” is embossed on the top band, and the cap bears the “sport glass” logo. The bottle is also engraved with the word “glass”.

GLASS RECYCLING

A step-by-step guide to becoming a recycling expert

There's nothing like starting young, or so they say. That is why Austrian schoolchildren begin learning the big ABC of glass recycling at a very early age. No wonder Austria is one of the leading countries in terms of recycling quotas.

No-one would argue with the fact that it makes sense to recycle glass. Austria Glas Recycling GmbH, responsible for the collection of packaging glass in Austria, is proving that it can be fun too, and in doing so it is hoping to reach the very youngest members of the public.

Its "genie in the bottle", Bobby Bottle, teaches primary school children in Austria in a fun way how to become experts in glass recycling. Bobby – a professional actor who plays the role of the genie – has been on this mission since 2001 and by June this year, during the annual "Bobby Bottle Schools Campaign", the number of children who have heard him talk about recycling glass had reached 50,000.

Austria Glas Recycling has been collecting glass for recycling in Austria since the 1970s and its campaigns aimed at children are intended to show how learning about glass and using the material in an environmentally friendly way can be fun. Consistent, target group-specific communication is a key factor in the success of this glass recycling company.



FOOD PACKAGING

Clarification required

Food packaging can make people ill – this is something that is still far too little known. The Food Packaging Forum foundation (FPF, www.foodpackagingforum.org) publishes scientific findings on food packaging and its health implications and is encouraging dialogue between everyone who has an interest in this subject.

We come into contact with packaged food on a daily basis. It satisfies the demands of the modern world and makes it possible to transport and store food hygienically. However, packaging can also play a significant role in permitting synthetic, hormonally active chemicals to enter our food, and therefore our bodies too. This means that it is an important and hitherto often overlooked potential cause of illness. That is why the Food Packaging Forum, FPF for short, was set up, so that all consumers can make their decisions based on scientific facts.

Making itself heard

The FPF is a platform for balanced scientific information, communication and debate on health issues relating to food packaging. Its aim is to raise awareness of the significance of this kind of packaging for human health and the environment, taking all materials into account. Thanks to the communication methods of the 21st century, the FPF is accessible to the whole population, and offers independent, objective, scientifically accurate and up-to-date information. Another of its objectives is to draw attention to gaps in our knowledge and thus stimulate further scientific research into the health implications of packaging materials. To ensure its scientific objectivity, the FPF works with leading independent scientists from several relevant specialist disciplines.

A boost for glass

There are alternative materials available for consumers who want to reduce the effect of chemicals on their bodies. Glass, for example. As a packaging material, glass does not allow chemicals to pass through into the food. A recent intervention study on diet showed that people who only consume food in glass packaging or no packaging at all had only half the amount of chemicals specifically associated with packaging (bisphenol, phthalates) in their urine as other people. Naturally, the glass packaging industry is very pleased about this result, because it gives manufacturers yet another opportunity to position their products as healthy, safe and good for the environment.

The environmental scientist Dr Jane Muncke, the author of this report and Managing Director of the Food Packaging Forum Foundation, studied at ETH Zurich. She lives and works in Switzerland.



www.foodpackagingforum.org

The old Croatian alphabet was invented over 1000 years ago and has often provided inspiration for creativity. Last year, it was used by the Croatian artists Željka and Boris Rogić, well-known for their glass works of art in the Tiffany style.

PLAY OF LIGHT

More than just letters



Glass and light are a perfect pair. In glass, light can be reflected, take on other colours or create a particular mood. In turn, it is light that gives glass its fascinating appeal. If an item made of glass is placed in the right light, it is transformed into something quite special.

That is exactly what artists Željka and Boris Rogić wanted to do with the Glagolitic alphabet. The characters which were invented in about 863 are more than just crude letters. They combine life, knowledge and philosophical thought; they are numbers, anagrams and symbols all in one. It is therefore no ordinary alphabet, and that is exactly what is so remarkable about this script. It communicates on various levels, something which does not happen with “normal” writing.

The Glagolitic alphabet is part of the history and the character of Croatia. It is an integral part of the culture, from

inscriptions carved in stone to frescoes and printed books. It has been in use for centuries and is still used today. That is why the “Light of the Glagolitic” exhibition by the Rogić couple struck a chord with so many Croats. For them, the script is part of their heritage and their homeland.



The story

In the year 862/3, Byzantine Emperor Michael III ordered the scholar Konstantinos to translate religious books into Slavic, in preparation for missionary work among the Moravian-Pannonic Slavs. Since the Greek alphabet was not really suited to the Slavic languages, and Konstantinos wanted to emphasise the cultural independence of the Slavs, he invented the Glagolitic script. He based it on the Greek system of "written thought", i.e. letters with phonic and numerical functions, but created a separate, new alphabet. From the 10th/11th centuries onwards, the Glagolitic script was increasingly replaced by Cyrillic script in reform processes. While it had already been reduced to little more than a secret form of writing in other countries by the late 12th century, in Croatia it lasted much longer.

Glagolica and Glagolitic script

This is the scientific name used to describe the old Slavic culture. The term came from a Slavic dialect used in the region outside Thessaloniki/Solun. Etymologically, it is derived from "glagoliti", which means "to speak" in English.

The artists

Željka and Boris Rogić are Croatia's best-known artistic duo. They studied the finer points of glass cutting in Zurich (Switzerland) and then opened their own studio in Rijeka (Croatia). They mainly create works in the style of Louis Comfort Tiffany (1848-1933). They produced the glass letters for the "Light of the Glagolitic" exhibition using fusing technology. This involves placing individual cut pieces of glass next to one another so that when they are heated they melt together and take on the desired final form.

www.atelierrogic.hr

