

Glass preserves  
value for you

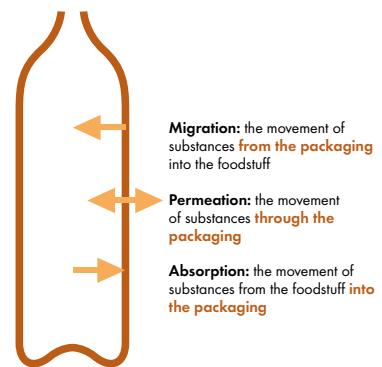


**Packaging glass from Vetropack.** *Glass is durable, impermeable, hygienic, malleable, aesthetically pleasing and natural. This is why, as a packaging material, it remains unbeatable - for food and drinks. European consumers therefore clearly prefer glass packaging.*

## Clear advantages

In hygienic and safe glass packaging, premium products remain completely fresh and retain their true flavour over long periods. No other packaging material can compete with the outstanding properties of glass.

Unlike other packaging materials, glass is inert and diffusion-resistant. In other words, nothing passes from the glass into the product, nothing penetrates through the glass into the product and nothing escapes outwards. Glass packaging is like a safe which protects its valuable contents and keeps them fresh.



## Sparkling to the last drop

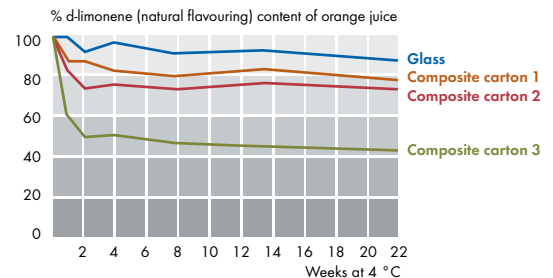
Glass is airtight. This means that mineral water in glass bottles retains its carbon dioxide content for a long time, which is why the shelf life for mineral water in PET bottles is about 40% shorter than for mineral water in glass bottles.

*For a healthy life, you should put your confidence in glass – that is what 88% of European consumers believe.*

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## Demonstrably fresher

The benefits of glass packaging are particularly obvious with fruit juices. Sensory tests by Graz University of Technology show that, after being stored for just a few days in beverage cartons or plastic bottles, fruit juices suffer a loss of quality – in colour, flavour and nutritional value. Fruit juices that have been stored in glass bottles, on the other hand, can barely be distinguished from the newly bottled product, even after a long time in storage.



## Original flavour

In 2009, the Austrian association for consumer information VKI investigated 25 different mineral waters packaged in PET bottles. In 21 of them, they detected acetaldehyde. This substance, which can damage the liver, is produced during the manufacture or storage of PET bottles and is released from the packaging by the carbon dioxide. In non-sparkling water and sparkling mineral waters bottled in glass, the level of acetaldehyde was below the detection limit.

Another substance that escapes from PET bottles and is absorbed by mineral water in particular is the metalloid antimony, which can be harmful to people's health, as shown in a study by the Institute for Environmental Geochemistry at Heidelberg University.

## The only packaging material "generally regarded as safe"

The verified inert properties of glass are also reflected in international legislation. Glass is the only packaging material which is judged by the US Food & Drug Administration (FDA) to be "generally regarded as safe" (GRAS).

Container glass is exempted from REACH, the regulation on the safe manufacture and use of chemicals in the European Union (EU); Chemicals Regulation EC 1907/2006. The acronym REACH stands for the Registration, Evaluation, Authorisation and Restriction of Chemicals.

*For baby food, 77% of women and 68% of men prefer glass containers.*

## Consumers know the benefits of glass

In August and September 2010, the international market research company TNS carried out a Europe-wide study on the subject of glass on behalf of the European Container Glass Federation (FEVE). 9,500 men and women from 19 countries were questioned. The survey confirms that consumers are aware of the benefits of glass packaging and value them highly.

88% of those questioned put their confidence in glass in the interests of a healthy lifestyle, 87% were sure that glass preserves the flavour of food and drinks better than any other packaging material and 83% preferred glass packaging for the protection it provides from chemical contamination. In addition, health, quality and eco-friendliness are important priorities for a growing number of consumers. By comparison, convenience seems to be becoming less of a factor.

A survey by the Usuma Institute also shows how aware consumers are of the remarkable quality advantages of glass packaging: for baby food, 77% of women and 68% of men preferred products in glass to those in plastic packaging.

## The quality benefits of glass packaging at a glance

- Glass is odour- and flavour-neutral.
- Glass is impermeable; it limits the loss of carbon dioxide.
- Glass preserves the natural flavour and the vitamins in the contents.
- Glass does not interact with the contents in any way.
- Glass protects from the effects of light (dark-coloured glass, flint glass with UV protection).

## Vetropack: top-quality products preserving value for you

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

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

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

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