

VETRERIA ETRUSCA

the elegance
of personalised glass

Each and every bottle and glass container must first and foremost enhance and promote its contents. Vetreria Etrusca is aware that the identity of the brand of its clientele lives in the shape, colour and details of the glass. That's why it places special focus on identifying solutions that make the product created as personal and unique as the brand of each customer.

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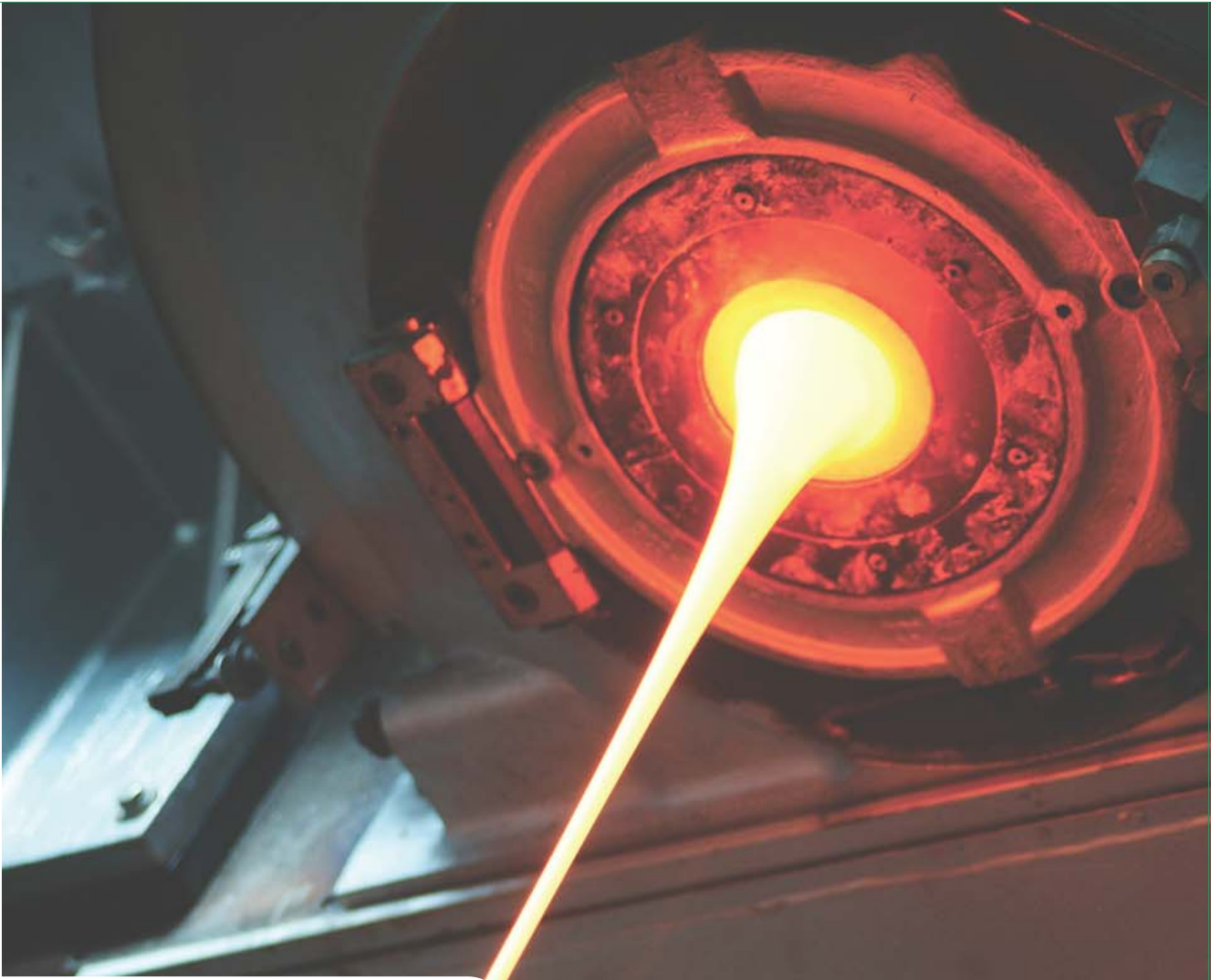
Vetreria Etrusca is a leader in the production of special containers, characterised by great creative sensitivity and a constant search for the

technical solutions most able to meet the myriad of market demands, from the creation of products with original designs, to the personalisation of the existing lines in the catalogue. All our products are available in three colours, Extrabianco,



Vetreria Etrusca is reinventing the wine bottle





**Production of special containers
- on a daily basis**

SPECIAL GLASS CONTAINERS

Mezzobianco and Verdetrusco® for containing and preserving the excellence of high-quality products.

Vetreria Etrusca reaches far beyond the idea of a simple production company to be - instead - a laboratory of research and innovation, with special focus on eco-sustainability and the ongoing expansion of the most stimulating production offers for the market: the factory of transpar-

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products dedicated
to dynamic homes
with attention to traditions

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Production unit at Altare, Savona

ent ideas with its eyes on the future since 1920.

HOME DIVISION

Vetreria Etrusca's Home Division focusses on products dedicated to dynamic homes with attention to traditions, typical of Italian homes. The collection is characterized by Tuscan fantasy, with which each and every item is designed, developed and created entirely in-house at Vetreria Etrusca.

Most of the product range is aimed at the kitchen and the table – in typical Italian style. The different models of containers for



Changing Atmosphere

'Old' and 'new' premises of Vetreria Etrusca



FROM WINE AND OIL TO ARTISTIC GLASS

The choice of the name 'Etrusca' was not by chance, linked as it is to the enthusiastic reevaluation of the Etruscan glassmaking art that took place in the 1920s, when Vetreria Etrusca was founded in Empoli and produced flasks, demijohns and all the containers used in the production of wine and olive oil.

In 1928, when Vetreria Etrusca changed location and became a joint stock company called Società Anonima Etrusca, it started producing artistic glass in the traditional Empoli green colour.

In 2016, three prestigious TÜV certifications were confirmed. These attest to the great attention paid to quality in the company's production processes, respect for environmental sustainability, and safety in the workplace.

and products are innovative and functional, but above all reliable.

CHANGING ATMOSPHERE AN ELEGANT TOUCH TO THE HOME

Vetreria Etrusca reinvents the wine bottle and enters the world of interior decoration with a collection of previously unimagined or designed glass items. Each bottle is unique thanks to a series of cuts made by hand and designed specifically for each model.

The result is a line of décor items that can also be used as vases, candleholders or simply for adding an elegant touch to the home. ■

food, such as spices and pasta, often with the name of the contents embossed directly onto the glass, give kitchens an air of fantasy.

The large variety of glasses, with matching jugs, enable to create different table settings according to a particular theme or following the style of our home. The 'Latte' range, for example, is perfect for breakfast time or children's teatime.

The numerous bottles of the 'Fantasia' range, with their different shapes, bring happiness and memories, giving a 'sparkling' touch to homes and shops.

The Vetreria Etrusca catalogue also covers the perfumery sectors – offering manufacturers numerous unique-designed bottles for their perfumes.

The company's symbol colour is – and has always been since the first production batches in the 1950s – 'Mezzobianco' (half-white). It is the typical colour of recycled glass, giving lightness and freshness to the products and, at the same time, allows us to respect the environment.

Thanks to our knowledge of the market and experience, along with attention to details - an important characteristic of Made in Italy - Vetreria Etrusca designs



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