

# STOELZLE MASNIERES PARFUMERIE

celebrating history  
and experience;  
looking to the future

**200** ANS  
VERRERIES DE MASNIÈRES  
1818-2018

In this article we speak to Etienne Gruyez, CEO of Stoelzle Masnieres Parfumerie about the company's recently celebrated important milestone – 200 years of glassmaking. We also get an insight on how the company is working for the future, with continuous investments in technology and human resources, moving more and more towards digitalization.

**G**lass Machinery Plants & Accessories (GMP&A): First and foremost – 200 years of glassmaking – what an important achievement! And the recognition for your traditional and industrial know-how ... How are these important steps affecting the company and its production?

*Etienne Gruyez, CEO of Stoelzle Masnieres Parfumerie (Gruyez):* First of all, it is a great pride for our employees and their families. There is only a very limited number of companies that have such a long experience and this recognition. It also will help us in the



## SPECIAL ANNIVERSARY



**Dr Grupp, owner; E.Gruyez, CEO STO; A.Govciyan (ISM); G. Feith DG groupe**

future for new recruitment as it provides a positive image towards new employees looking to enter the glass industry.

**GMP&A:** Glass bottles and jars for the perfumery-cosmetics sector are no longer just containers but works of art. How has the market changed as far as design demands are concerned?

*Gruyez:* We are being challenged on a daily basis by our customers to push our limits. As you said, containers are now works of art and each fragrance needs to set itself apart from the rest. Let's remember that the first sense used when buying a perfume is the visual image of the glass bottle. The luxury brands have understood that they can differentiate with the shape of their fragrance bottle. They are constantly asking us to go beyond the limits and this challenge is also our engine to improve our capabilities.

**GMP&A:** Which machines are used for your production?

*Gruyez:* We use 'standard' machines in the industry. We

are also investing a lot in control machines at both the hot-end and cold end. These machines help us identify quality defects at an early stage and therefore allow us to react more quickly.

The difference also comes from the know-how of our employees and the training we provide. We are recognized as an official Training centre for our employees but we also use it for our customers.

**GMP&A:**What can you tell us about your Quali Glass Coat 2.0 process? What kind of decorative effects can be obtained? How does it protect the environment?

*Gruyez:* Quali Glass Coat 2.0 is a new decoration technique. It comes from powder spray but with our own know-how and R&D. With this technique, we can achieve the same results as 'standard' spraying and much more. The décor is much more resistant to scratching and shocks. We can also create decoration that would make regular glass look like Opal Glass. We have also many other effects we can complement with QGC 2.0.



## CELEBRATING 200 YEARS OF GLASSMAKING

Stoelzle Masnières Parfumerie, specializing in high-end glass bottles for perfumes and cosmetics, is celebrating its 200th anniversary this year, also being awarded the Entreprise du Patrimoine Vivant (EPV) label, a mark of recognition rewarding French firms with the highest traditional and industrial know-how. Headquartered in the North of France, the company is now part of Austria's Stölzle Glass Group, which has been investing heavily in the upgrade of the industrial tool.

The group's industrial complex is located in Masnières, 190 km (120 miles) north of Paris in the Hauts de France region. It comprises two entities: Stoelzle Masnières Parfumerie, specializing in the production of high-end glass bottles and jars, primarily for the perfumery-cosmetics sector, and Stoelzle Masnières Parfumerie Décoration, specializing in glass decoration techniques, including the recently launched Quali Glass Coat 2.0 innovation, a newly developed a glue-free and solvent-free powder coating process offering a broad palette of new decorative effects with a very low environmental impact and high mechanical resistance. Since its acquisition by Stölzle Glass Group, the company has undergone a full transformation. Stölzle Masnières Parfumerie now has its own mould workshop, equipped with brand new state-of-the-art equipment. In 2016, a new combustion furnace was put into service and can now transform 75 tons of glass per day to produce 40 to 140 bottles per minute. In order to improve the company's agility, the production team has been working intensively to be able to process different sizes simultaneously when they are compatible. A technical performance that involves two different quality controls simultaneously.

An important training program has also been carried out so that all employees can achieve several tasks. Once again, the goal is to increase the site's agility. New developments are planned for the coming years, including the reconstruction of a new furnace by 2020 and the destruction of the oldest in 2018. The glass plant will therefore be equipped with 4 to 5 additional production lines.

Our process is also compatible with all other decoration techniques (screen printing, hot foil stamping, etc...), the same as standard spray.

But more importantly, the biggest benefit of QGC 2.0 is the positive impact it brings to the environment. This technology brings an environmental benefit of 17 per cent on eight factors (water, CO<sub>2</sub>, smog, power usage, pollution, ...) and enables to reduce CO<sub>2</sub> emissions by 77 per cent compared to standard spraying. This analysis has been validated by an external audit firm, EVEA, well known and recognized by the market and our customers.

We always focus on the glass but the decoration process also needs to be considered in our efforts to help the planet.

**GMP&A:** You are continuing to undergo changes and expansion. What will be the next steps? Do these changes also involve employees?



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*Gruyez:* Of course we are continuing to work on changes and expansion, this is the nature of every company. At this stage, we are working on various scenarios to expand our capacity but it is too early to give you more details. You will have to be a bit more patient.

**GMP&A:** Are you considering Industry 4.0 in these changes? How will this affect the company's production?

*Gruyez:* We are certainly considering Industry 4.0 but to be really effective, Industry 4.0 requires the implication of everyone in the production chain, from the raw materials, all the way down to the store. At this stage, we are still struggling to obtain this level of information from both suppliers and/or customers.

Yet, internally, we are working more and more on digital support, with important data com-



ing from production machines in order to learn and further improve our production.

I believe we are still in the very early stage of Industry 4.0 in the glass industry and we can expect some interesting changes in the coming future. ■



**STOELZLE  
MASNIÈRES  
PARFUMERIE SAS**

Route Nationale  
59241 Masnières - France  
Tel.: +33 - 3 - 27722700  
Fax: +33 - 3 - 27722638  
[www.stoelzle.com](http://www.stoelzle.com)

