

# LinkedIn reach-out: LUBEN GLASS goes online in style

**M**aking its unique mark upon the hollow glass market since 1984, Luben Glass continues to hone its strategy of reaching out to ever more customers the world over. Here's what motivated its recent dive into LinkedIn, which signaled the company's new path towards achieving precisely that goal - and all as an accompaniment to the ongoing development and research programme that it's been successfully carrying out over the years. Having now opened its doors to the web as well, today Luben Glass has a specialized team of expert social media communicators.

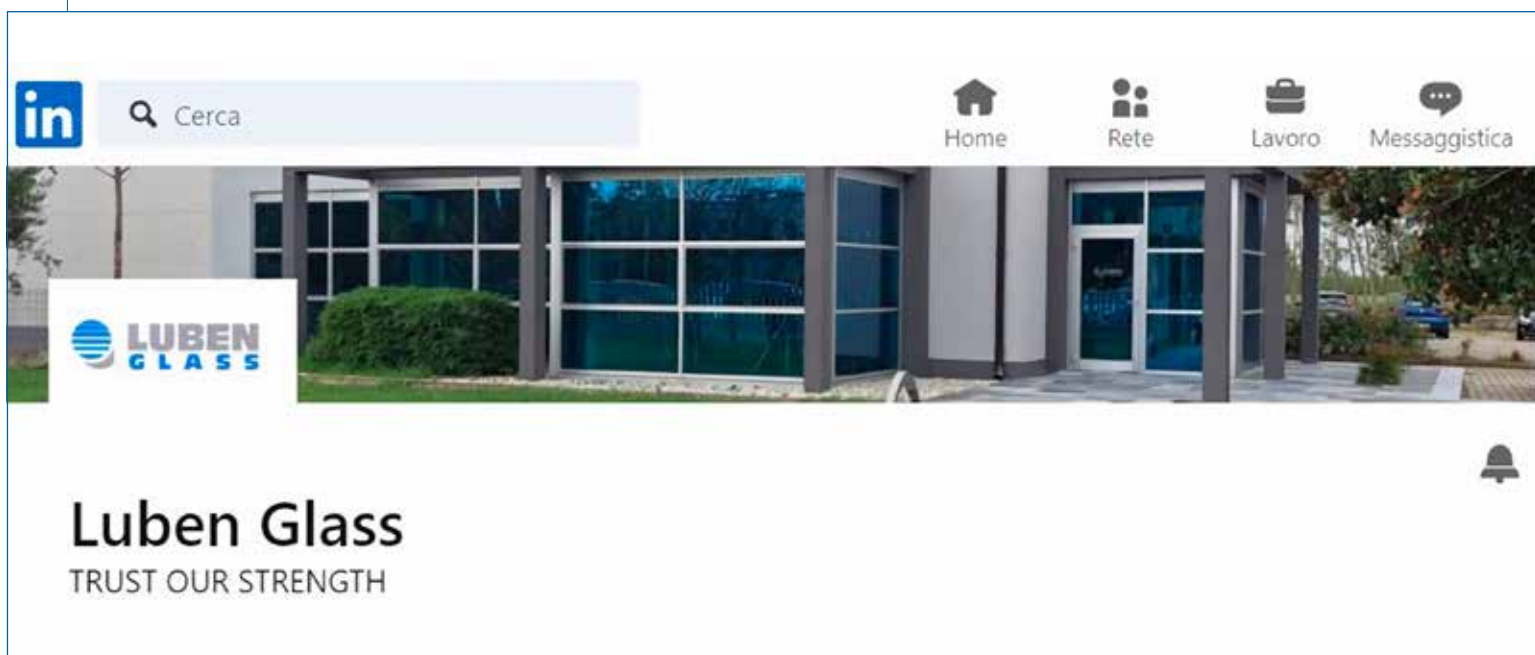
## EXTENDING A PRE-EXISTING NETWORK

The company profile on LinkedIn comes as the first step in this direction, with messages inviting potential customers to an initial video call that's formally setup via email. Interested contacts can also keep in touch through WhatsApp or Botim - depending upon their preferred application. Online from October 2023, Luben Glass' new LinkedIn page has already surpassed 700 followers in just a few months - a high-five for cool layout and profile architecture, which are designed to keep customer views constantly updated while conveying news about new

products and delving into topics and solutions that are both out there on the market already.

## PROFILE UPDATES

Posts go out weekly, serving as an important tool for briefing profile visitors on Luben Glass' business updates as well as technical insights for industry players. These include ideas for creating new solutions or even identifying some problem that had initially proved elusive - something that can indeed arise after having long remained undetected (and here anyone 'in the know' would be aware that precision remains the key to quality within the hollow glass industry).





Tutta l'attività

Solo per te

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Post

Commenti

Immagini

Reazioni

Good morning,  
Our engineers amaze us again and again!!!  
Take a look at this new mold holder that, with a ... vedi altro

[Vedi traduzione](#)



Filippo Mombelli e altre 39 persone

13 commenti



Consiglia



Commenta



Diffondi il post



Invia



3.471 impressioni

[Visualizza](#)

**LUBEN GLASS LINKEDIN POST**  
New solution: special mould holder without support which works as a simple, single-gob mould holder. Equipped with a special cam-system, it can retract the third part of the mould in such a way that it remains unconnected to any other system (plates, link, etc.). An innovative system, it can be placed into the IS machine without any need to make section changes.

### A GLOBAL APPEAL

Though based in Italy, Luben Glass has worldwide customers with which it may not necessarily be doing business directly but to whom it can nonetheless offer both support and consultation as well as a problem-solving service. Over the years such glassworks have come to trust that Luben Glass is reliable and has never let them down.

### EXHIBITING A WINNING PORTFOLIO

Perhaps this explains why in one of its most popular posts the company presents its machines, which are greatly coveted for their excellent maintenance and control of moulds as well as for achieving optimum quality - the same quality that customers can view first-hand by either visiting Luben Glass or sending it samples to try out. ■



**LUBEN GLASS SRL**

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