

# SPOTLIGHT ON GLASS DESIGN

IN THIS SPECIAL SECTION,  
TAKE A VIRTUAL TOUR TO ADMIRE  
THE INNOVATIONS IN GLASS PACKAGING  
DESIGN FROM THE INDUSTRY'S LEADING  
MANUFACTURERS

When speaking of the glass packaging industry, we pay most attention to the technology that produces the packaging. We talk about new mould technologies, improved systems automation, advanced error detection and prevention, reduced energy usage or lowered carbon gas emissions. We talk about new machines to make the bottles and jars that can satisfy a global market, but it's not so often that we pay much attention to the packaging itself. Here at Glass Machinery Plants and Accessories, we think it's time to change this oversight by offering some space to highlighting recent packaging projects.

In this special section, you'll find a collection of projects showcasing the bottles and jars that manufacturers have designed and produced for clients. Accompanying these highlights are the design innovations that render the package noteworthy. For some, it may be an increase in the percentage of recycled glass, a decrease in energy usage or carbon emissions or a new design process to make the package lighter, thinner or perhaps just more distinctive for consumers.

Join us as we celebrate the brilliant end-results of all this amazing technology, as well as the companies behind such innovative designs.



## ALLIED

Trusted by the World's Finest Brands

The Scotch Whisky Association (SWA) enlisted Allied Glass to bottle a limited edition blended Scotch Whisky for world leaders, delegates and visitors during the COP26 conference.

The whisky, which had a run of just 900 bottles, represents the Scotch Whisky industry's commitment to sustainability from grain to glass, and was presented to negotiators gathering in Glasgow in November. The COP26 limited edition Scotch Whisky has been blended and bottled in the host city of Glasgow, and is comprised of whiskies produced at 26 distilleries across Scotland's five Whisky regions.

The Allied Glass bottle is made from 97 percent recycled glass in their Knottingley factory, where reductions in carbon intensity and a switch to 100 percent renewable electricity will save 33,000 tonnes of CO2 during 2021. The fully recyclable stopper was created from natural cork, recycled wood and recycled cork particles. The label paper contains 55 percent post-consumer recycled fibres, including leftover barley from the production process, and the carton is made from 100 percent recycled fibres.



Handcrafted in the Surrey Hills, Sipello is a British Aperitif that combine gooseberry, rhubarb and chuckleberry along with sustainably sourced botanicals from around the world. Sipello's brand is truly one of a kind, and their desire was to develop glass packaging that differentiated the British aperitif from their competitors. The result is an exquisitely detailed bottle design.

Tim Simmons the creator of Sipello, had a mantra about the design he envisioned: "stand out, blend in, repeat". His goal was to make the aperitif look like an established international craft brand so it could stand its ground against major competitors.

The bottle infuses both a floral and an art deco vibe in realized extra white flint glass. The striking design has a distinctive shape that curves and flows with a floral design reflecting the liquid within. It incorporates embossing detailing adorning the neck and, on the bottom which imitates petals, in particular Iris and Lily, in honour of Tim's daughters. The underneath of the bottle is also embossed with the word Sipello as a final statement.

### ALLIED GLASS

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The Product Design team at Ardagh Glass Packaging - Europe, worked closely with Absolut and design agency Brand Union to create the brand's latest limited-edition bottle: Absolut Voices, which celebrates the wavemakers and trailblazers of the world and is reflected in the bottle's "sound waves" design. Ardagh Glass Packaging - Europe worked with Brand Union to ensure the design met the creative brief to convey the effect of expanding sound waves rather than ripples of water. The design was achieved by creating irregular circles with shallow embossing to give life to the waves. The product design team used in-house sculptured embossing technology to give the embossing a lifelike quality and standout impact. The sapphire blue-coloured premium bottle contains 80 per cent recycled glass, the highest percentage yet for Absolut, which is largely thanks to the high recycling rate in Sweden, meaning more recycled glass cullet is available to Ardagh for use in the furnace.

#### ARDAGH GROUP S.A.

56 rue Charles Martel, L-2134 Luxembourg  
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Seven Teas was born out of a reverence for the rich history of tea. The brand celebrates the unique cultural traditions, flavours and aromas of tea's origins and they wanted their packaging to reflect this. They partnered with Studio One Eleven, the design division of Berlin Packaging to create a round glass bottle that incorporates their "Steeped in Tradition" tag line.

The designers added custom embossing along the shoulder of the bottle, using their glass manufacturing and design expertise to ensure the placement worked for the blow moulding process and didn't interfere with the bottle's parting line. The final design meets manufacturing requirements without sacrificing aesthetics.

#### BERLIN PACKAGING

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**BEATSON CLARK**

DELIVERING THE DIFFERENCE

Beatson Clark's new 330 millilitre Amber Alpha drinks bottle is a perfect fit for Hip Pop organic kombucha. The retro apothecary style lends a premium look and feel to the

fermented tea brand. The new bottle helps Hip Pop to stand out from competition, while the amber glass protects the contents from UV light. The amber drinks bottle also contains over 60 percent recycled glass, making it a highly sustainable packaging option.

Beatson Clark worked closely with Hip Pop to develop its new drinks bottle, which is based on an Alpha Sirop pharmaceutical bottle normally used for medicines. Unlike the original pharmaceutical design, the new bottle is tested to 3.0 bar, making it suitable for carbonated or fermented drinks. The new retro drinks bottle forms part of Beatson Clark's extensive standard range and can also be used for beers as it is available with both an MCA and a standard crown neck finish.



Nottingham condiment company Sauce Shop is investing more in green manufacturing by sustainably packaging its products in glass bottles and jars produced by Beatson Clark. Their packages are being supplied to Sauce Shop via Grimsby-based distributor Pattesons Glass.

Sauce Shop produces over 50,000 bottles and jars a week from its production facility in the heart of Nottingham. Beatson Clark's glassworks in South Yorkshire is only 40 miles away from Sauce Shop's headquarters, so the carbon emissions from sourcing and transporting the containers are much lower than importing glass from overseas.

As well as using sustainable glass packaging, Sauce Shop has announced it is now carbon negative after offsetting double the level of its greenhouse gas emissions.

Beatson Clark processes approximately 20,000 tonnes of glass every year through an on-site recycling plant, which is recovered from kerbside collections, bottle banks and the hospitality trade. This is then melted in furnaces and made into new bottles and jars for companies such as Sauce Shop.

## BEATSON CLARK

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EST. 1872

## CROXSONS

*William Croxson*

Eden Mill recently re-packaged its Love Gin miniatures range in new 5cl bottles. The distinctive and bespoke glass packaging, created by Croxsons, complements Eden Mill's existing 70cl and 50cl Love Gin bottles, launched last year. Available in various flavours, the miniatures are currently being used for two types of 4-pack recyclable gift boxes, the distiller's virtual tastings and seasonal promotions. Eden Mill is Scotland's first single-site distillery and brewery, crafting gin, whisky and beer. Last year, they opted to change the packaging of their stylish pink Love Gin, from ceramic to

glass in response to trade and consumer feedback. The next phase in the brand's development was to change their existing miniature range, packaged in glass bottles with swing-stopper closures, to the new bespoke glass packaging. In creating the miniatures, Croxsons ensured that the glass bottles retained the crystal cut dimple effect of their larger siblings, thereby maintaining ties into Eden Mill's heritage of St Andrews and golf and replicating the style of bottle previously used on the Eden Mill distillery site back in the 1800s. A metal ROPP closure finishes the look.

**WILLIAM CROXSON & SON LTD**  
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The idea of creating the 2021 Limited Edition was to bring consumers a taste of exploration in these difficult times. BACARDÍ Carta Blanca, Carta Oro, Carta Negra & Spiced have been launched in 4 key European markets, each of them wearing a decoration that displays the lush greenery of a paradisaic island. On the shelf, bottles stand out through their luscious, 360°, full color print of palm leaves and tropical flowers. Through the selective application of design elements in O-I : EXPRESSIONS RELIEF, a tactile effect was added to the BACARDÍ bat logo and the brand name along with selected leaves or flowers. Additionally, a QR code displayed on the bottle creates an immersive brand experience as, depending of the user's location and liquid, it unlocks various pieces of drinks education and prize draws. Replacing the sleeve with direct-to-bottle digital printing, using organic inks, this limited edition improves the environmental footprint of the product and reduces its use of plastic.

### O-I GLASS

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Perrysburg, OH - USA  
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## HRASTNIK 1860

Steklarna Hrastnik has unveiled a new prestige glass bottle, Lyra Vintage. Part of the Lyra collection bottle that features a ribbed structure that gives a "1920's Great Gatsby vibe." It has a ribbed round exterior wall with one flat and smooth surface for a client's decoration or label.



Lyra is but one part of Steklarna Hrastnik's impressive collection of spirits, perfumes and tableware templates, and the company also offers custom designs for clients based on technical drawings, sketches or even just ideas based on verbal feedback.

It's an impressive offering, more so when taking into account the company's commitment to make the most of waste heat and replace fossil fuels with environmentally friendly alternatives. In the past, Steklarna Hrastnik has reduced the consumption of energy per tonne of melted glass, lowered CO2 and NOx emissions and used less water during production.

### STEKLARNA HRASTNIK

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## STOELZLE GLASS GROUP

furore GmbH, based in Austria and specializing in the production of gourmet and fruit mustard sauces is partnered with Stoelzle for the production of 50 millilitre mini jars. Since 1999 the company's brand has stood for quality, originality and regionality. Raw materials as well as their packaging are carefully

selected according to these criteria. In Stoelzle, the company has found a partner who shares these values.

furore and Stoelzle are also united by the issue of regionality, as both companies have their headquarters in Austria. The production of the mini jars, which are used for the sauces, takes place directly at Stoelzle headquarters in Köflach/Austria. This the creation of short transport routes and the ability to respond more flexibly to the needs of furore.

### STOELZLE GLASS GROUP

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Fashion designer Vera Wang has extended her influence to the world of wine with the launch of her "Party" bottle, an invitation to enjoy romantic and cheerful parties with friends, complemented by a glass of Prosecco.

Vera Wang teamed up with Verallia, the world's third-largest producer of glass food packaging, and Araldica Vini, one of the most exciting wine producers in Piedmont and a major exporter to the USA and the UK.

The bottle that most impressed Vera Wang was the Celeste in extra-flint from Verallia's premium Selective Line, with its smooth and glamorous shape. The bottle was painted in matt metallic silver and screen-printed by Verallia's decoration centre Saga Decor.

The word Party is printed in neon yellow on the front of the bottle and there is a beautiful, evocative phrase about prosecco on the back, evoking the emotions of the festive moments when the product is enjoyed. The attention to detail can be seen in the silver capsule that matches the bottle and in the designer's initials on the silver ring of the closure.

#### VERALLIA

Tour Carpe Diem, Place des Corolles,  
92400 Courbevoie - France  
[www.verallia.com](http://www.verallia.com)



Zurich-based Gents has created a line of tonic waters with Swiss roots. Their tonic waters use gentiana lutea, or yellow gentian, which is also the ingredient that the company's name is derived from. The start-up was eager to show off their premium beverages, and to do so, they chose to work with Vetropack Group, packaging their tonics in 200 millilitre white glass bottles produced by the group's plant in Pöchlarn, Austria.

Vetropack's sleek bottle features a long neck and gently curved shoulders to offer a better view of the beverage inside, creating the impression of a superb package for a superior cocktail experience. Beyond aesthetics, Vetropack factories use as much as 60 percent of post-consumer glass in new bottles, making their products as environmentally friendly as they are attractive. The company is constantly working to increase that amount, so future bottles may be able to further reduce carbon emissions and energy consumption.

#### VETROPACK GROUP

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