

# Primary glass packaging for high quality products from Vetropack

The Vetropack Group is an independent and family-owned glass-packaging producer in Switzerland. The 3000 employees company is a primary glass-bottle provider and their glass packaging products comply with the highest industry standards. Their products are all in glass, which is the best material to protect high-quality products in a reliable manner.

## **T**HE PÖCHLARN PLANT: RENEWING THE WHITE GLASS LINE

The renewal of the white glass line at the Pöchlarn plant enhances line utilisation and expands white glass production capacities as well as providing improved ergonomic conditions for the line staff and

increased occupational safety.


In order to make maximum use of the Pöchlarn and Kremsmünster white glass furnace, a brand-new operation for the white glass lines was developed so to optimise line utilisation at both plants. A triple-gob production was additionally added

in Kremsmünster, so that items with large batch sizes can now be relocated from Pöchlarn to Kremsmünster and the Pöchlarn white glass line has been redesigned so that in return, suitable items can now be relocated from Kremsmünster to Pöchlarn. These changes allow for the company to better meet the increasing demand for white glass.

## **ALL-ENCOMPASSING RENOVATION**

The large-scale restoration work on the white glass line in Pöchlarn began in September 2020 with the demolition of the entire infrastructure as well as the fire-resistant material on the feeder. The fireproof material was fortified with the higher tonnage required. The line's machine bed was lowered, which also adjusted the incline of the annealing furnace. Working on the line is now much more ergonomic for the employees.

The Pöchlarn plant is the first in the Vetropack Group to be equipped with this safety system. The newly fitted lubricating robot is the newest of its kind.



Additionally, the installation of a blank side barrier system drastically lowers the risk of reaching into the station while it is in operation.

Four new Symplex testing machines have a barrel camera that recognises the code of the glass containers. This way, pleats and bubbles on the glass container are easier to detect and any mould-related errors are reported using real-time images. Finally, four glass orientators and new glass scanners at the packer to detect shards of glass on the pallet complete the new infrastructure on white glass line.

#### **VETROPACK NEW DESIGNS**

**Zdravo Organic - Where health meets style**

Health consciousness has grown immensely in recent years, a phenomenon mirrored in the success of container producers who focus on making natural products. One of these is Zdravo Organic. With Zdravo meaning

## COMPANY UPDATE



“healthy”, it does exactly what it says on the glass.

The company only uses the highest-quality local fruit and vegetables for its juices, preserves, pickles and ajvar sauce, avoiding the use of additives and preservatives. The best packaging for products like this is glass, which is why Zdravo Organic only uses glass bottles for its juices.

The gentle curves of the white 200 ml bottles by Vetropack Straža create a sophisticated look, which allow the customer to see the best of the Zdravo Organic Natural Juices.

The centrepiece of bottles made by Vetropack for Zdravo Organic is the new 200 ml juice bottle with twist-off cap. It is just as chic and solid as its older, larger siblings, the 314 ml jar and 750 ml bottle, but its gen-

tle curves give it a particularly sophisticated look. In fact, the Zdravo bottles are used around the world and can be found as far as Canada and China.

#### **Azienda Agricola Caudrina - Pleasure of life**

Azienda Agricola Caudrina offers famously top quality Piedmont wine. Winemaker Romano Dogliotti specifically works with Vetropack Italy because he particularly values having aesthetically pleasing packaging for his fine wines.

The fertile region of Piedmont is widely known as an exceptional area for Muscat grapes. Here, near Asti, is where Romano Dogliotti works. His collection is famous for the Moscato d'Asti La Caudrina and Asti Spumante La Selvatica DOCG.

Vetropack Italia's Milan glass

works has produced 750 ml custom bottles for Azienda Agricola Caudrina for nearly 20 years. The cuvée coloured bottle is perfectly elegant, featuring balanced proportions and is beautifully decorative. The special detail of this product is that each part of the design comes together to form a beautiful frame for the attractive label, designed by Alessandro Lupano and Romano Levi.

#### **Vincentka - A match made in heaven**

Vincentka healing water was bottled in ceramic vessels until 200 years ago, when it switched to glass. To celebrate this anniversary, Vincentka has created a very special, limited edition bottle.

Vincentka is not just regular mineral water. This high-quality product is actually a medic-



inal healing water. The water originates in Moravia, in the largest and oldest spa town of Luhaovice, where ten natural healing springs attract visitors from all over the world.

The relationship between this special water and glass is therefore now 200 years old, so Vincentka is celebrating this anniversary by working with Vetropack Moravia Glass to manufacture an anniversary edition bottle. This version is considerably darker and greener compared to the traditional bottle. Around 400,000 anniversary bottles have been produced to rejoice the natural pairing of healing water and glass, as both are synonymous with health and premium quality.

#### **Vetropack Gostomel - Liquid gold**

Vetropack Gostomel is demonstrating just how much a bottle can mirror the image of a brand with its glass packaging for Aznauri brandy.

The name Aznauri derives

from an ancient honorary title, awarded for special merits. Equally renowned and noble is the brandy of the same name, distilled by the Ukrainian company Global Beverage. In keeping with the world of nobleness, the brand's image is characterised by majestic lions. Vetropack Gostomel made a very special bottle for a very unique drink.

To accentuate the dark gold, shimmering colour of the brandy, the 0.25-, 0.5- and 0.7-litre bottles are made of thick, colourless glass. The combination of the curves and curled engraving at the front is splendid and the two grand lions holding a crown above the letter A reflect the nature of the drink: strong and proud, as well as inimitable and self-reliant.

#### **"Erste Lage" - The best of the best**

The wineries that are part of the "Österreichische Traditionsweingüter" association have created a special classifica-

tion. Vetropack Austria produces the highly tailored bottles for the "Erste Lage" wines.

The varying soil compositions and microclimates in Austria mean that even neighbouring vineyards can produce very different wines. Members of the "Österreichische Traditionsweingüter" association have placed a great deal of passion and skilled knowledge into defining the tiny details of their vineyards, which influence the quality and identity of their wine. The association distinguishes between "Klassifizierte Lage" (similar to appellation contrôlée), "Erste Lage" (similar to Premier Cru) and "Grosse erste Lage" (similar to Grand Cru).

Vetropack Austria has developed high-quality unique Rhine wine bottles for the "Erste Lage" group. Their logo is made in glass relief, while the shoulder area of the bottle is an elegant cuvée colour. The different wineries can pick between a swiss type thread



## COMPANY UPDATE

or cork finish – because with fine wines, it's always “to each their own”.

### “The Busker” - Genuine and bold

Vetropack Italia designed the exquisite bottles for the outstanding, award-winning whiskey produced by Ireland's Royal Oak Distillery, which because an astonishing product deserves an astonishing look.

The Royal Oak Distillery produces only handmade whiskey. It makes all four Irish varieties of the spirit under the “The Busker” label: single grain, single pot still, single malt and blend Triple Cask Triple Smooth. The intense essences and sweet after-taste of the whiskeys recently earned the company recognition at the renowned L. A. Spirits Awards.

The distillery's guarantee to combining tradition with exploratory new directions can be seen in the bottles for the “The Busker” range. Their clean lines and minimalist regular shape embody the Royal Oak Distillery's genuine, no-nonsense approach, while the strong shoulder of the bottles



The quality of the oil may depend on the olive tree, but glass plays a part in preserving its quality while in storage

highlights the company's resolve to follow its own path.

### MARKET: WHY GLASS IS THE BEST PACKAGING FOR OLIVE OIL

High-quality olive oil and glass packaging go hand in hand. Glass is one of the best packaging materials for protecting quality products, as it conserves the unique flavour of delicate olive oil.

Olive oil is an iconic European product, labelled “liquid gold” by the ancient Greeks, as it is considered a fundamental of the healthy Mediterranean diet.

The differences between olive oils derive from the type of olives used and the oil extraction process. The term “extra virgin olive oil” is used exclusively to describe pure olive oils whose juice comes directly from the fruit harvest. Only the first harvest of the year can be called “extra”. The pure olive oils must be cold pressed in order to retain their natural flavour. This oil is free from any chemical additives and is pro-

duced and stored to the highest quality standard. No packaging material would protect the oil better than glass, as it prevents any transfer of aromas and preserves the taste, smell, colour and texture of the oil.

Glass is pure. It does not react with other materials and can be recycled without any difficulties. The products that come into contact with glass do not change. This is a strong aspect in its favour when it comes to packaging delicate aliments such as olive oil, in fact glass forms an almost complete barrier that prevents any deterioration in quality.

Olive oil in glass contains the lowest number of peroxides compared to olive oil in other packaging, proving that glass packaging prevents oxidation. Dark glass is often chosen for high-quality olive oils, as the darker the glass, the better the light protection.

A survey conducted by Friends of Glass in 2020 showed that around 60 per cent of consumers in Europe prefer oil in glass bottles these days. ■



**vetropack** 

**VETROPACK  
HOLDING AG**

Schützenmattstrasse 48  
Ch-8180 Bülach - Switzerland  
Tel.: 0041-44-8633434  
Fax: 0041-44-8633123  
E-mail: [vetropack.holding@vetropack.ch](mailto:vetropack.holding@vetropack.ch)  
[www.vetropack.com](http://www.vetropack.com)