

FIVES and POCHET drive eco-friendly glass melting breakthrough

After a trailblazing partnership, FIVES and POCHET have jointly unveiled France's first electric furnace for luxury glass packaging. The innovative Prium® E-Melt technology marks a major leap toward decarbonization – enabling high-quality, energy-efficient production whilst supporting the industry's bold shift toward environmental sustainability.

HIGHLY DECARBONIZED GLASS PACKAGING FOR LUXURY BRANDS

To offer environmentally friendly glass production, Fives recently combined its expertise with luxury glass packaging specialist the Pochet Group, in international engineering group. Pochet du Courval, a division of the latter, inaugurated a new Prium® E-Melt furnace at its Guimerville site, which has a history of over 400 years. Fives was entrusted to design and supply the new all-electric cold top vertical melter to replace a traditional gas fired furnace. Here the nearly EUR 40M investment, EUR 6M of which comes from public funding, is supported by Pochet

Group's private shareholders. The lower CO₂ production is also aligned with the Group's strategy to reduce the glass industry's envi-

ronmental impact with the renewable electricity consumed generated at the photovoltaic plant in Charente, France.





BREAKTHROUGH IN ENERGY EFFICIENCY

A high-performance glass melting technology from Fives, Prium® E-Melt delivers container glass quality with significant reduction in the energy consumed and associated emissions. Says Pochet du Courval Director of Operations Benoît Marszalek: “The electric furnace is a first in France for luxury glass packaging. It is a major step in our environmental commitment and will have a colossal impact on how the company operates. It will allow us to offer highly decarbonised glass packaging for luxury brands and shape the beauty of tomorrow.” Indeed the furnace will produce around 70 tonnes

of Pochet du Courval’s extra-flint glass per day, which is more than 30 percent than the gas-fired furnace it replaced.

STRATEGIC PARTNERSHIP FOR A SUSTAINABLE INDUSTRY

The Prium® E-Melt cold-top vertical melter is one of the most advanced technologies available to significantly reduce CO₂ emissions. Says Fives’ Steel & Glass Division President Guillaume Mehlman: “We are very proud to support the Pochet Group in this industrial transformation. This electric furnace represents a significant step forward in the decarbonization of the glass industry as it offers a sustainable alter-

native to traditional furnaces.” This technological and environmental breakthrough paves the way towards sustainability for the entire glass packaging sector. ■



fives

Industry can do it

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