

A concrete green commitment: **PILKINGTON ITALIA's** vision through transparent design

Part of the NSG Group, PILKINGTON Italia has redefined flat glass innovation with Pilkington Superwhite™ and its renew:glass sustainability initiative. Both exhibited at Vitrum 2025, they unite design purity, technological excellence and environmental responsibility - showing how transparency and circularity are shaping the future of architectural and interior glass.

At Vitrum 2025, the preeminent international showcase for glass innovation, Pilkington Italia, part of the NSG Group, reaffirmed its leadership by unveiling two pioneering advancements that merge aesthetic refinement with environmental responsibility: Pilkington Superwhite™, an ultra-clear architectural glass of extraordinary purity, and

renew:glass, a sweeping initiative to drive circularity and sustainable production across the flat glass value chain.

REDEFINING TRANSPARENCY WITH DESIGN EXCELLENCE

Pilkington Italia's stand was conceived as both an experiential gallery and a manifesto for in-





novation, divided into two thematic journeys - design excellence and sustainability in action. Within the design area, Pilkington Superwhite™ stood out as a symbol of uncompromising transparency and craftsmanship. Engineered at the company's Venice plant, this next-generation glass exemplifies the synergy between technological precision and the timeless appeal of Made in Italy manufacturing. Its unmatched clarity and luminous neutrality make it ideal for luxury interiors and architectural applications where visual purity is paramount. To demonstrate its creative potential, Pilkington collaborated with

leading design partners. Highlights included the Simplicity table by Carlo Santambrogio and the Laguna console by Reflex Angelo - pieces that marry sculptural elegance with material innovation, transforming glass into both structure and statement.

APPLIED CIRCULARITY: THE RENEW:GLASS COMMITMENT

The second area focused on sustainability, guiding visitors through Pilkington Italia's evolving environmental strategy. Central to this was renew:glass, a long-term programme dedicated to expanding the responsible recycling of float glass and maximizing cullet integration into production. This initiative underscores Pilkington Italia's belief that genuine transformation is collective - because, as the company reminds us, we all have the power to makechange™.

SUSTAINABLE INNOVATION IN PRACTICE

Product innovation also took centre stage in the sustainability narrative. Visitors explored Pilkington Mirai™, the market's lowest embodied carbon

glass, and NSG TEC™, an advanced electrically conductive glass that can heat interiors efficiently while reducing fossil fuel dependence. Completing this portfolio, Pilkington EverGreen™ - a naturally tinted solar-control glass - offers aesthetic depth with an enhanced carbon profile, embodying performance, beauty and responsibility in perfect balance. Through this dual focus on design brilliance and environmental stewardship, Pilkington Italia demonstrated that the future of flat glass lies not only in transparency - but in vision.



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