

Innovation partners VETROPACK and BARILLA advance global packaging

As two industry leaders that continue to strengthen their long-standing partnership through lighter glass packaging and higher recycled-glass content, BARILLA's heritage, quality focus and sustainability ambitions all align with VETROPACK's expertise - enabling continuous packaging improvements that support the global growth of both companies.

Packaged, improved, reliable: Italian food company Barilla sets high standards for the quality and service of its suppliers and pursues continuous improvement - particularly in the area of sustainability. Barilla has enjoyed a successful partnership with Vetropack for many years. Together, they are striving to make glass packaging lighter and increase the proportion of recycled glass.

INDUSTRY PROMINENCE

When it comes to pasta, bread and snacks, Barilla is undoubtedly one of the world's most recognizable



COLLECTIVE INTELLIGENCE

**Guglielmo Bozano - packaging procurement**

food brands and the global market leader in its segment - certainly for pasta. Based in Parma, Italy, the company boasts a history spanning more than 140 years. Pietro Barilla senior, who laid the foundations of the business with a small bakery producing bread and pasta, founded it back in 1877. Despite early setbacks, the family succeeded in building the company. As early as 1910, Barilla embraced industrial production, opening a factory capable of producing around eight tons of pasta a day - a significant milestone on the road to the modern food industry. In the decades that followed, Barilla became a pioneer in product quality, brand development and innovation. Under the leadership of Pietro Barilla (1913-1993), the company placed increasing emphasis on advertising campaigns, packaging design and streamlined production processes. This not only secured a dominant position in the Italian market, but also paved the way for successful expansion across Europe. Today, Barilla employs over 9,000 people, operates 30 production sites worldwide and owns a number of well-established brands - including Mulino Bianco, Wasa and

Voiello - with a worldwide presence. Initiatives such as the Academia Barilla, founded in 2004, and the Barilla Centre for Food & Nutrition, launched in 2009, underscore the company's long-term commitment to sustainable food and packaging solutions.

**LESS MATERIAL,
MORE QUALITY**

The Barilla philosophy is founded on the following purpose: "The joy of food for a better life." Making no compromises on quality and ensuring comprehensive protection for consumers are among Barilla's core values. Guglielmo Bozano, who has been with the company since 1997 and involved in packaging procure-

ment since 2000, explains what this means in practice: "We select materials very carefully and we reduce the packaging materials - from cardboard to plastics and glass - to what is absolutely necessary. This allows us to save valuable resources while continuing to package high-quality food in high-quality packaging. And we're always looking for ways to further both improvement and innovation."

Glass packaging is primarily used for pesto varieties and sauces - and here too, Barilla is committed to continuous improvement. Indeed its partnership with Vetropack plays a key role in this. The two companies were already collaborating when Bozano began sourcing glass. "We have high standards when it comes to quality and service. And we expect our partners to provide us with expert support in the development of new packaging," says Bozano.

**VETROPACK AS STEADFAST,
TRUSTWORTHY PARTNER**

When optimizing glass packaging, Bozano focuses upon two key aspects: reducing material usage and increasing the proportion of recycled glass. "When we develop a new jar, we first try to anticipate potential issues. Drawing on the experience of both our suppliers and our own teams, we can then implement targeted improvements. In the case of the 400-gram jar, for sauces, we achieved a straightforward weight reduction by ten percent after around five years. This





was in 2016/17."

Another successful project was the development of a 525-gram jar again in collaboration with Vetropack. "From the outset, Vetropack identified the right shape. The glass has shown no weaknesses or breakage issues. This clearly demonstrates Vetropack's expertise," Bozano explains. He particularly values the cultural alignment between the two companies: "As family-owned businesses, we share the same mindset. For me, openness and working together on equal terms are essential - and this works seamlessly with Vetropack."

RECYCLED GLASS: PACKAGING OF THE FUTURE

Looking ahead, Barilla intends to further increase the proportion of recycled glass in its packaging. "Initially, we used the classic transparent flint jar. During a visit to a supplier, I noticed jars with a slight

tint. That sparked my curiosity. After thorough studies and collaboration with marketing, the benefits became clear. We are still working on it today. I have always believed that the future lies in using more and more recycled glass," Bozano says.

BARILLA CONTINUES TO FOCUS ON GROWTH

In today's market environment, Barilla faces intense competitive pressure. The company's strategy includes clear targets for each business unit over the next three to ten years, with a strong focus on increasing efficiency and optimizing costs. For sauces and pestos, the priority remains the expansion into new markets.

At the same time, expectations around supply chains and sustainability are rising. In fact, Barilla has launched concrete initiatives to make its production increasingly sustainable. Over the past three years, it has tripled the power of

photovoltaic systems at its Italian factories, for self-generation of renewable electricity - and plans to triple it again by 2026. Reducing emissions, improving energy efficiency and increasing production independence are just some of the commitments made by Barilla, supported by concrete actions outlined in its Science Based Target initiatives (SBTi) plan. Sustainability is at the heart of Barilla's strategy and the company is set to continue growing. To support this growth, its successful partnership with Vetropack could be further expanded in the future. ■

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