a material with unparalleled virtues
GLASS: THE IDEAL PACKAGING CHOICE

Glass is unbeatable when it comes to sustainable development. Made from natural raw materials, glass is fully and endlessly recyclable in a closed-loop process (100% of glass collected can be recycled, over and over again). Glass packaging is an inert, neutral material which blocks the migration of chemical toxicity to its contents. Glass is also the only food and beverage packaging material in which the content is not in contact with a plastic film, a material derived mainly from petrochemicals which can adversely impact products as a result of leaching. Glass is thus the ideal packaging choice for maximizing the value of the product, while protecting the health and well-being of consumers and ensuring 100% recyclability.

These qualities make glass a material for the future, offering a perfect response to increasingly responsible consumption patterns.

Glass is viewed by customers and end users as a healthy choice with impeccable green credentials that ensures optimum product quality. In public opinion surveys commissioned by industry associations in Europe and the United States, glass frequently emerges as the preferred packaging material among consumers. It is perceived as a safe, healthy, pure, neutral material with excellent aesthetic qualities and environmental benefits (including full and endless recyclability).

According to the European Container Glass Federation (FEVE), 84% of people in Europe would like to see more widespread use of glass packaging; 70% would like to buy more products in glass containers; 42% are prepared to pay more for glass packaging; and 82% want companies to use more glass packaging. In the same study, 88% of people believed that glass is safer than plastic in terms of health.
VIRTUES OF GLASS

IT’S GOOD TO HAVE FRIENDS

In Europe, FEVE has created “Friends of Glass,” a consumer forum with a strong presence on the internet and among social networks. It promotes the qualities of glass packaging, including its purity and food safety benefits as well as its environmental advantages.

In October 2010, in partnership with national glass industry associations, FEVE launched the “Nothing” publicity campaign in 12 European countries (France, Germany, Poland, the United Kingdom, Italy, Greece, Austria, Czech Republic, Switzerland, Spain, the Netherlands and Slovakia).

The accompanying website (www.nothingisgoodforyou.com) outlines the reasons why glass is the best and safest packaging material and offers consumers the chance to order a free sample of “nothing” in the form of a beautifully crafted bottle or jar.

Simultaneously with the campaign launch, Friends of Glass published a survey conducted in 19 European countries by the market research firm TNS.

MAJOR BRANDS CHOOSE GLASS

Many leading food brands use glass containers for their dairy products because of the material’s chemical purity, its ability to preserve taste and freshness, and its 100% recyclability.

It was precisely these properties that led Yoplait to switch to glass jars designed by Verallia for its “Saveurs d’autrefois” range of artisanal yogurts. The natural advantages of glass, as well as its recyclability, played a key role in Yoplait’s decision. In the United States, Traders Point Creamery now also packages its cheese products in glass rather than plastic. The elegant new jars, manufactured by Verallia France and sold by Verallia North America, keep the product fresh and attract the attention of potential buyers.
Verallia has formed partnerships with design schools in a number of countries to foster a greater understanding of glass among future designers and to promote it as a state-of-the-art material with great aesthetic potential.

In France, for example, following the success of the competitions held in the previous two years, Verallia launched its 3rd annual Design and Packaging competition in September 2011. Students were invited to explore the creative, technical and marketing potential of glass, around the theme of “Create the Difference.” The most innovative entries in terms of form, presentation, decoration and content enhancement will be awarded one of the three top prizes. The competition is now sponsored by well-known designers who are committed to green design and sustainable development.

In all of its countries of operation around the world, Verallia actively supports communication campaigns that promote the qualities and capabilities of glass among consumers as well as opinion leaders in the packaging industry.

The campaigns, which are driven either by industry associations or directly by Verallia, are designed to encourage consumers to recycle and provide information on the purity and environmental benefits of glass and its ability to preserve product taste and quality.

In the United States, for example, Verallia is a member of the Glass Packaging Institute (GPI), the voice of the North American glass industry.

GPI runs the “Keep it Organic” website (www.keepitorganic.org) to promote the link between glass packaging and organic food and beverage products.