

PRESS RELEASE

ART IS AT THE HEART OF THE NEW SELECTIVE LINE TRENDS FOR 2022

Courbevoie (France), September 15, 2021 – For ten years, Selective Line, Verallia's high-end international brand has published a Stylebook, positioning itself as a major actor in premium glass packaging industry.

The Stylebook is the result of a long-term cooperation between Carlin Creative and Verallia's marketing teams and design offices. *"The project analyzes international sociocultural habits to translate them into decoration techniques and new bottle shapes. We aim to reimagine traditional glass standards and to inspire our clients and partners' future creations,"* explains Karim Boussabah, Verallia group's marketing director.

These past months have shown us how essential art is, both individually and collectively. In 2022, we feel that art will take center stage in our daily lives. It is why art pervades our new Stylebook. *"The challenge was to combine aesthetics with environmental concerns. We have identified two trends: 'Pavane' summons the art of cultivating elegance, while 'Happening' evokes the art of raising awareness,"* explains Géraldine Bouchot, Carlin Creative's editorial director of trends and prospector.



To acknowledge each of these trends, new standard bottle shapes are designed while Saga Décor (France) and Verallia Polska (Poland) imagined new standard bottle shapes and fresh inspirations and decoration techniques.

Catch a glimpse of the [2022 Selective Line Trends](#)

Pavane, or the art of cultivating elegance

Going against the digital frenzy, Pavane is about cultivating elegance, sophistication, and audacity supported by a sustainable conscience. Inspired by quirky dandyism, it transforms ordinary moments into extraordinary experiences.

For the wine market, innovative new formats respond to new modes of consumption associated with the surge in deliveries and indulgent consumption. The consumption of sparkling wines frees itself from its exclusive, exceptional connotations. Supporting these changes, Pavane provides a prestigious, quirky, sustainable offer. Canova, one of Selective Line's four new standard shapes for 2022, corresponds to emerging responsible luxury needs. Boasting ample volumes and lightness, its timeless shape sublimates sparkling wines.



As for style, finishes are intricate and structural. Graphic compositions are reinvented as a delicate collection of motifs. Decoration techniques call on a feeling of immoderation and out of frame graphics to transform more traditional labels. Thanks to its new hot stamping machine, Verallia Polska provides detailed holographic motifs.



Hot stamping by Verallia Polska based on Flûte Renaissance model



Screen printing by Saga Décor on Tradition Domaine model

Happening, or the Art of Raising Awareness

Faced with the global climate emergency, it is time to return to a creativity that can shape tomorrow's sustainable world. Happenings seeks to stimulate the collective imagination and challenge our consciences.

On the Spirits market, nomadism, aesthetics, and sustainability are the focus. Interest in low-alcohol or alcohol-free drinks with a creative aesthetic enters the mainstream. The quality of takeaway cocktails catches up with premium à la carte ranges. And manufacturing habits are questioned, bringing the principle of carbon neutrality to the forefront.



Kazantip, the new Happening bottle shape, is defined by generous lines and two flat sides. A push-up sculpted in the glass slab further emphasizes its premium range positioning, all the while aligning with weight requirements.

As for style, natural, uninhibited beauty is in the spotlight, giving way to an array of artistic improvisations. Likewise, Kobe's sandstone lacquering gives the glass jagged flecks of color, creating a rough, vibrant feel. Manual experimentations provide artistic touches.



Catch a glimpse of the [2022 Selective Line Trends](#)

About Verallia – At Verallia, our purpose is to re-imagine glass for a sustainable future. We want to redefine how glass is produced, reused and recycled, to make it the world's most sustainable packaging material. We work in common cause with our customers, suppliers and other partners across the value chain to develop new healthy and sustainable solutions for all.

With around 10,000 people and 32 glass production facilities in 11 countries, we are the leading European and the third largest producer globally of glass containers for food and beverages, providing innovative, customized and environmentally friendly solutions to more than 10,000 businesses around the world.

Verallia produced more than 16 billion bottles and jars and achieved revenues of €2.5 billion in 2020. Verallia is listed on compartment A of the Euronext Paris stock exchange (Ticker: VRLA – ISIN: FR0013447729) and belongs to the SBF 120, CAC Mid 60, CAC Mid & Small et CAC All-Tradable indexes.

For more information, visit www.verallia.com.

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About Selective Line – Selective Line is Verallia's international premium brand for glass bottles. Since its creation in 2008, Selective Line has benefitted from Verallia's unique industrial know-how and cultivates differentiation, innovation and customization to accompany its customers in their glass creations. A resolutely inspired brand.

For more information, visit <https://www.selective-line.com/en/>

About Carlin Creative Trend Bureau - Since 1947, Carlin has used its expertise to forecast international consumer trends and translate them into creative solutions.

Among the brands that put their trust in the company: L'Oréal, Oenobiol, Weleda for the beauty sector; Samsung, LG, Mitsubishi for High Tech. And Selective Line by Verallia, since 2016.

<https://carlin-creative.com/>

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