

**Press release**

Paris, 10 February 2026

## Verallia confirms its commitment to eco-design with the launch of the Selective Line Balance range, combining high-end design with environmental performance



A pioneer in eco-design for glass packaging for over fifteen years, Verallia takes a new step forward with the launch of **Balance**, the premium eco-designed range from Selective Line. This innovation, aligned with our purpose of “Reimagining glass for a sustainable future” addresses growing demand for premium packaging that combines exceptional design with a reduced carbon footprint.

Drawing on the expertise gained from the lightweight **Ecova** range created in 2009 and the ultra-lightweight **Verallia Air** range developed in 2023, Verallia is now applying its eco-design principles to its premium Selective Line brand.

### THREE LEVERS FOR OPTIMIZED IMPACT

The Selective Line Balance range is built on three eco-design levers, which can be activated individually or in combination:

- **Lightweighting:** premium bottles reduced by an average of 15% compared to the overall Selective Line portfolio.
- **Recycled glass:** colors incorporating higher proportions of recycled glass, such as the new Craft Spirits collection in amber (up to 76% external cullet in France), or the new wine bottles in dark colors, containing over 85% cullet across all European countries where we manufacture.
- **Low-carbon production:** select references are manufactured in the first 100% electric furnace in Cognac (France), reducing scope 1 and 2 CO2 emissions by 60%, as well as in the first hybrid furnace in Zaragoza (Spain) with approximately 50% scope 1 and 2 reduction.

### A LARGE RANGE OF PREMIUM BOTTLES

With over 100 references, the Balance range combines new creations with iconic Selective Line designs. This collection will continue to expand to support Verallia's environmental ambitions and meet the expectations of wine and spirit houses.



*"The Balance range addresses the growing demand for eco-designed luxury; It showcases Selective Line's creative expertise and Verallia's ability to deliver premium packaging with a controlled impact, in line with our environmental commitments"* explains Elena Andia, Marketing Director of Selective Line.

With Verallia Ecova, Verallia Air, and now Selective Line Balance, Verallia offers a comprehensive portfolio of eco-designed packaging solutions, tailored to every brand universe and market positioning.

#### **About Selective Line**

Selective Line is Verallia's premium brand dedicated to creating exceptional glass packaging for prestigious wines, sparkling wines, and spirits. Combining cutting-edge design, technical expertise, and sustainable innovation, Selective Line offers bespoke and catalog solutions that empower customers to create iconic brand experiences. Through advanced decoration techniques and eco-design strategies, Selective Line helps brands express their identity with elegance and responsibility.

#### **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 together with our customers, suppliers and other partners across the value chain to develop new, beneficial and sustainable solutions for all.

With almost 11,000 employees and 35 glass production facilities in 12 countries, we are the European leader and world's third-largest producer of glass packaging for beverages and food products. We offer innovative, customised and environmentally friendly solutions to over 10,000 businesses worldwide. Verallia produced more than 16 billion glass bottles and jars and recorded revenue of €3.5 billion in 2024.

Verallia's CSR strategy has been recognized with the Platinum Ecovadis medal, placing the Group in the Top 1% of companies assessed. In September 2025, SBTi officially validates Verallia's long-term Net Zero 2040 target according to its Net-Zero Standard. Verallia commits to reducing its CO<sub>2</sub> emissions from scopes 1 and 2 by 90% by 2040 compared to 2019, and offsetting the remaining 10%. Likewise, by 2050, Verallia aims to reduce scope 3 emissions by 90%, with compensation for the remaining 10%. This Net Zero target is aligned with the 1.5°C climate trajectory set by the Paris Agreement.

Verallia is listed on compartment A of the regulated market of Euronext Paris (Ticker: VRLA – ISIN: FR0013447729) and trades on the following indices: CAC SBT 1.5°, SBF 120, CAC Mid 60, CAC Mid & Small and CAC All-Tradable.

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