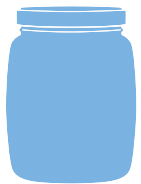


THE POWER OF GLASS FOR FOOD PACKAGING

Discover inert and recyclable packaging that matches your brand values. Get the full toolkit today.



WHY IS GLASS THE RIGHT PACKAGING FOR YOUR BRAND?



Unmatched taste
preservation



Timeless
appeal



Safeguarding
consumer health



Enhanced brand
image



Endless
recyclability



WHERE GLASS COMES IN: **SAFEGUARDING TASTE...**

Glass doesn't deteriorate, corrode, stain or fade.

It doesn't absorb any flavours or odours.

It protects food from oxygen, light & heat.

All of this helps extend products' shelf lives





...AND PUTTING HEALTH FIRST

Inert barrier:

Thanks to its protective properties, glass acts as a safe barrier against external influences.

Natural composition:

Its natural ingredients form a single-layer material, with no synthetic chemicals.



Appealing to health-conscious consumers



BEYOND TASTE AND HEALTH: EMBRACING THE ENVIRONMENT

Glass is 100% and infinitely recyclable in a local closed loop system.

Recycled glass always forms part of the recipe for new containers.

Glass is a circular packaging that can help your brand live up to its environmental commitments.



ALL COMBINED IN ONE TIMELESS PACKAGING



Cultural legacy:

Glass is part of Europe's culture and tradition.

Ancient heritage:

Timeless products like wine have been packaged in glass since ancient times.

Modern continuity:

Jams, jellies, and sauces are still stored in glass today.

WITH A PREMIUM DESIGN THAT **CONVEYS YOUR BRAND'S STORY**

Transparency

Glass' transparency underlines the product's quality and is often associated with luxury.



Versatility

It can be made into all different sizes, colours and shapes, allowing brands to carve out their own identity.

Added value

It enhances product recognition and consumer perception, adding value to brands.



DESIGN THAT CAN HELP YOU TO **STAND OUT ON THE SHELVES**

Packaging is a key factor
in consumer choice

It can influence product
perception

Glass' premium look
conveys distinctiveness

It inspires consumers'
emotions

Helping brands stand out
on crowded shelves



AND NEW TRENDS ARE SHAPING THE INDUSTRY

20%

Preventing food waste:

Of food production is wasted, costing €143 bn/year.

2 in
3

Addressing contamination concerns:

Consumers worry about food contamination and packaging integrity.

81%

Supporting health-driven choices:

Of consumers associate a sustainable lifestyle with better health.



**WANT MORE INSIGHTS?
DOWNLOAD OUR TOOLKIT TODAY!**



Download now