

THE POWER OF GLASS FOR YOUR BRAND

Discover why glass packaging is best to add value to your product and brand – whether it's food, beverages, pharmaceuticals, perfumery or cosmetics.

Get our toolkits today!



WHAT'S IN IT FOR YOU?

MORE THAN 10 BRAND TOOLKITS COVERING:



Emerging trends shaping consumer behaviour in Europe.



Insights into how glass protects product integrity and enhances brand image.



The latest case studies of brands succeeding with glass packaging.

WHY CHOOSE GLASS TO PACKAGE YOUR PRODUCTS?

Look beyond the label!

From food products that...



stay fresh for longer



are kept safe against internal or external factors, from production to consumption



don't go to waste

Did you know?

Over 70% of consumers see glass as a top-quality packaging material.



WHY CHOOSE GLASS TO PACKAGE YOUR PRODUCTS?

To table and cooking sauces that:

- stay tasting fresh
- stand out on shelves and resonate with consumers
- come in endless shapes and sizes



And olive oil that:

- stays shielded from UV light
- keeps its aroma and doesn't go oxidised
- stays true to cultural heritage



Did you know? Olive oil has been stored in glass bottles since at least 79 A.D.

GLASS COMES OUT ON TOP FOR PACKAGING OUR FAVOURITE DRINKS

From milk that:

- matches natural products with natural packaging
- keeps a vintage and trendy design that consumers love
- can be endlessly recycled or reused, depending on the business model



To beer that:

- stays as fizzy and tasty as originally produced, thanks to airtight packaging
- keeps its own brand identity, through embossing and design versatility
- elevates the drinking experience



GLASS COMES OUT ON TOP FOR PACKAGING OUR FAVOURITE DRINKS

And wine and spirits that:

- keep their taste, thanks to inert & gastight packaging
- are rooted in European cultural heritage
- drive moderate consumption thanks to the shape & transparency
- come in endless designs
- communicate on product value
- and can be endlessly recycled, reused and refilled!



Did you know?

+90% of EU spirits products are packaged in glass.

GLASS HAS IDEAL FEATURES

For protecting pharmaceuticals:

- Meets the highest medical standards
- Is inert, safe and easy to sterilise
- Shields medicines from chemical migration and exposure to external agents
- Protects against heat damage



Discover
our toolkits!

And perfumes and cosmetics:

- Makes for the highest aesthetic appeal
- Guards fragrances against oxygen and moisture
- Ensures brand differentiation and fosters emotions

WHY IS GLASS THE RIGHT PACKAGING FOR YOUR BRAND?



Unmatched taste preservation



Timeless appeal



Safeguarding consumer health



Enhanced brand image



Endless recyclability



BUT IT DOESN'T STOP THERE!

OUR SELECTION OF TOOLKITS ALSO INCLUDES:

Reports on consumer trends

Case studies on the impact of packaging on brand sales

Surveys on consumer packaging preferences and recycling

It inspires consumers' emotions

And so much more!



WANT MORE INSIGHTS? CHECK OUR SELECTION OF BRAND TOOLKITS!



[Download our toolkits](#)