



Foundations for success

Foundations for success

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Vetropack Locations

On 10 December 2020

55 %

Use of recycled glass in the production process

4.86

Unit sales every year in billions

662.6

Net sales in CHF millions

10

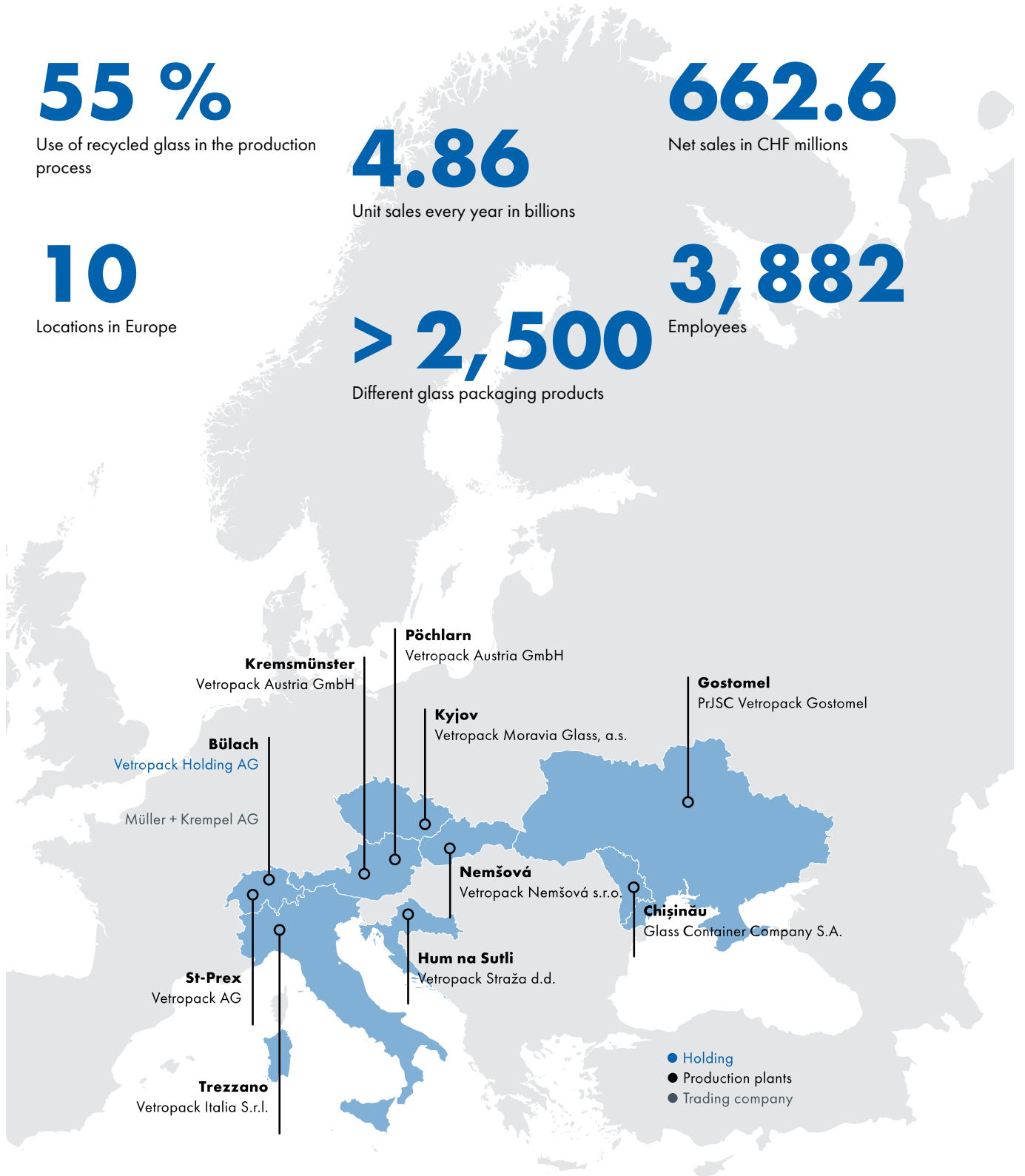
Locations in Europe

> 2,500

Different glass packaging products

3,882

Employees





Vetropack Holding Ltd Bülach (CH)

Vetropack Holding Ltd is a Swiss company that operates internationally. Together with its subsidiaries, it produces glass packaging for the food and beverage industry. Vetropack Holding's administrative headquarters are based in Bülach in the canton of Zurich, while its registered office is in St-Prex in the canton of Vaud. In 2020, the corporate group employed 70 people. The company is listed on the SIX Swiss Exchange.



Vetropack Ltd

Bülach and St-Prex (CH)

Vetropack Ltd produces, sells and distributes glass packaging in Switzerland. Our glassworks is at our site in St-Prex in the canton of Vaud and our sales offices are in Bülach near Zurich.

Founded	1911
Takeover by Vetropack	Parent company
Area	106 000 m ²
Number of furnaces	1
Number of production lines	4
Net sales 2020 in CHF millions	94.8
Employees as at 31.12.2020	202



Top: Pöchlarn, bottom: Kremsmünster

Vetropack Austria GmbH Pöchlarn and Kremsmünster (AT)

Vetropack Austria produces glass packaging in Austria. We sell and distribute our goods in Austria and on selected export markets. Our sites are located in Pöchlarn (Lower Austria) and Kremsmünster (Upper Austria).

Site Pöchlarn

Founded	1980
Takeover by Vetropack	1986
Area	137 000 m ²
Number of furnaces	2
Number of production lines	7
Net sales Vetropack Austria GmbH 2020 in EUR millions	203.5
Employees Vetropack Austria GmbH as at 31.12.2020	709

Site Kremsmünster

Founded	1954
Takeover by Vetropack	1993
Area	147 000 m ²
Number of furnaces	3
Number of production lines	7
Net sales Vetropack Austria GmbH 2020 in EUR millions	203.5
Employees Vetropack Austria GmbH as at 31.12.2020	709



Vetropack Moravia Glass, a.s. Kyjov (CZ)

Vetropack Moravia Glass, a.s., produces, sells and distributes glass packaging in Czech Republic. Our site is in Kyjov.

Founded	1883
Takeover by Vetropack	1991
Area	160 000 m ²
Number of furnaces	2
Number of production lines	7
Net sales 2020 in CZK millions	2 377.9
Employees as at 31.12.2020	451



Vetropack Straža d.d.

Hum na Sutli (HR)

Vetropack Straža d.d. produces, sells and distributes glass packaging to the Croatian domestic market as well as to the neighbouring markets in Slovenia, Hungary, Bosnia, Serbia and other countries in South-Eastern Europe. Our site is in Hum na Sutli.

Founded	1860
Takeover by Vetropack	1996
Area	1 69 400 m ²
Number of furnaces	3
Number of production lines	11
Net sales 2020 in HRK millions	791.3
Employees as at 31.12.2020	606



Vetropack Nemšová s.r.o.

Nemšová (SK)

Vetropack Nemšová s.r.o. produces, sells and distributes glass packaging in Slovakia. Our site is in Nemšová.

Founded	1902
Takeover by Vetropack	2002
Area	185 360 m ²
Number of furnaces	2
Number of production lines	7
Net sales 2020 in EUR millions	71.8
Employees as at 31.12.2020	384



PrJSC Vetropack Gostomel

Gostomel (UA)

PrJSC Vetropack Gostomel Glass Factory produces, sells and distributes glass packaging in Ukraine. Our site is situated in Gostomel.

Founded	1912
Takeover by Vetropack	2006
Area	229 600 m ²
Number of furnaces	3
Number of production lines	8
Net sales 2020 in UAH millions	1 948.2
Employees as at 31.12.2020	631



Vetropack Italia S.r.l. Trezzano sul Naviglio (IT)

Vetropack Italia S.r.l. produces, sells and distributes glass packaging mostly in Italy. Our site is in Trezzano sul Naviglio.

Founded	1960
Takeover by Vetropack	2015
Area	88 700 m ²
Number of furnaces	2
Number of production lines	6
Net sales 2020 in EUR millions	85.4
Employees as at 31.12.2020	301



Glass Container Company S.A. Chişinău (MD)

The new Vetropack company joined the Group in December 2020. It produces approximately 100,000 tonnes of glass packaging for the food and beverage industry annually, which is sold in both a growing domestic and export market. The glassworks is located in Chişinău and employs 504 people.



Müller + Krempel Ltd

Bülach (CH)

The trading company Müller + Krempel Ltd, a member of Vetropack Group, is one of Switzerland's leading service providers for packaging for the food, pharmaceutical and cosmetics industries. In 2020, the company employed 12 people and achieved net sales of CHF 12.3 million.



Foundations for success

Market environment offering opportunities and challenges

Increasing momentum in the glass industry

The glass industry traditionally evolves at a rather leisurely pace, as investment cycles are long and the value chain is characterised by tried-and-tested processes and partnerships with customers and suppliers spanning several years. For a few years now, however, its momentum has been increasing, particularly as a result of digitalisation and growing expectations on the part of various stakeholder groups. Then the global pandemic came along in 2020, intensifying some of the existing trends and having a serious impact on sales markets. This demonstrated that Vetropack is in a very stable position and able to respond quickly, even to unexpected developments. To ensure that the company can continue to meet customers' needs as effectively as possible going forward, Vetropack constantly monitors the market environment to identify opportunities and challenges early on and find ways to deal with them proactively.

Change in demand due to the pandemic

In recent years, the market environment for the glass packaging industry has been extremely favourable and has had a beneficial impact on Vetropack's successful business development, meaning that the company started the reporting year with optimism. The positive trend also continued unabated in the first quarter of 2020. After the COVID-19 pandemic broke out in Europe, however, the entire glass packaging industry saw a sharp drop in demand, primarily caused by the closure of gastronomy venues (hotels, restaurants, bars and cafés). As "on-premises consumption" comprises up to 30% of overall demand in normal fiscal years, this fall was a particularly heavy blow, and was coupled with the restrictions on tourism, which also had a negative impact on unit sales.

At the same time, consumption shifted to people's homes, triggering increased demand for example from supermarkets, especially for food. Vetropack was able to benefit from this shift thanks to its highly flexible production and the breadth of its product range, however, the decline in catering could not be fully offset. In spite of the challenging overall economic situation, Vetropack Group has proved itself to be in a very resilient position and well equipped to weather crises with its eight production sites, dedicated workforce and long-standing partnerships with customers and suppliers.

[Financial Report](#)



Flexibility and individual design still in demand

For several years now, Vetropack has been observing a move towards flexibility and customisation amongst its customers, which is linked to the fact that customers increasingly want to use their individually designed packaging to stand out. They also require plenty of flexibility in production as batch sizes are often small. The COVID-19 pandemic further intensified the trend towards flexibility because value chains and flows of goods (raw materials and finished products) had to be adapted or reorganised at short notice. This gave Vetropack the opportunity to critically examine well-established processes and practices and revise them where it made sense.

To further boost the flexibility of production, Vetropack invested in renovating and expanding a furnace, along with all the necessary equipment, in the Croatian town of Straža, despite stringent cost control measures. The new furnace is due to be put into operation in early 2021 and will allow Vetropack to serve the local market even more effectively in future. The construction of the new production plant in the Northern-Italian municipality of Boffalora sopra Ticino also went ahead at full speed.

Innovation and digitalisation as driving forces of change

As well as expanding production capacity, technical measures also help to boost the flexibility and efficiency of production. That is why Vetropack developed a digitalisation roadmap back in 2019 as part of its strategy and has since implemented a wide range of projects to optimise the efficiency of production processes and operational workflows. In the year under review, Vetropack migrated its production planning tool to the latest SAP system, further increasing speed and adjustment options in production planning. The move to Group-wide, fully digitalised production planning will be tackled in 2021.

[Performance Review: Digitalisation and automation](#)



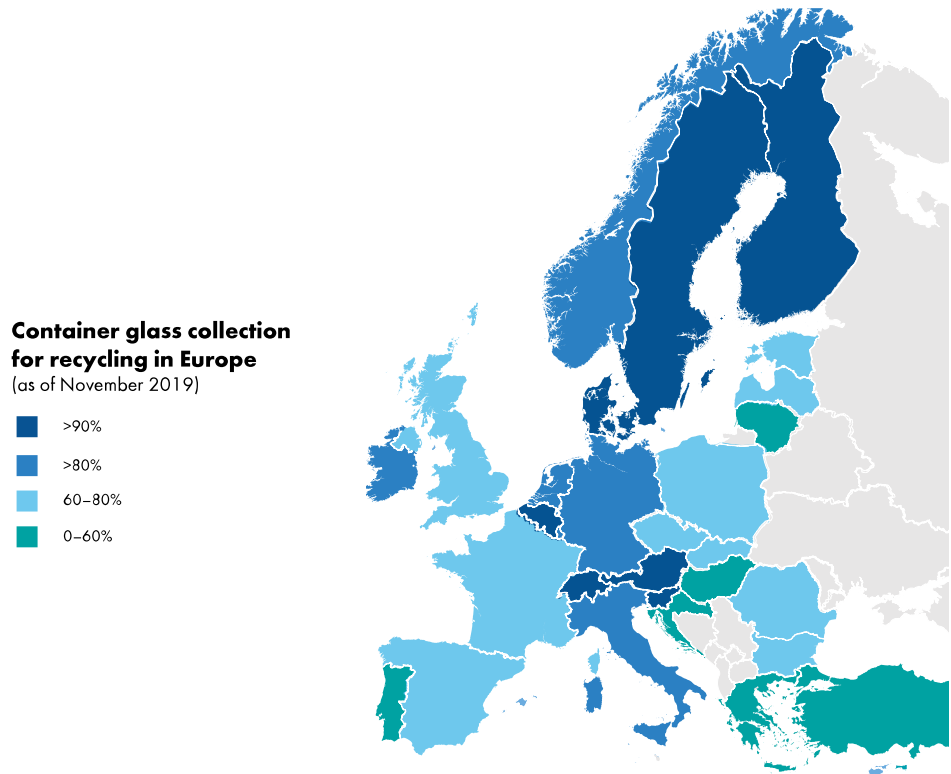
Vetropack wants to make greater use of the opportunities offered by innovation and digitalisation throughout the company and has therefore defined this area in the course of its strategy development as one of five strategic directions that will shape how the company evolves in the next ten years.

[Strategy 2030](#)



Regulatory pressure to achieve a circular economy

Although the glass packaging collection rate in the EU already totals over 75%, the EU has decided to up recycling quotas again as part of the revision of the Packaging Waste Directive. As a result, 70% of glass packaging must be recycled in each country by 2025, rising to at least 75% by 2030. These targets no longer apply to collection rates alone. Instead, they refer to the actual recycling of glass packaging waste.



Container glass collection for recycling in Europe (as of November 2019); Source: [Fédération Européenne du Verre d'Emballage \(Feve\), 2020](#).

There are also voluntary industry initiatives such as “Close the Glass Loop”. This initiative is aiming to achieve an EU-wide collection rate of 90% by 2030. It is supported by various industry associations such as the Fédération Européenne du Verre d'Emballage (Feve), of which Vetropack is also a member. The developments in the EU and Vetropack’s plans to increase the proportion of used glass in production therefore go hand in hand. Only a larger supply of high-quality used glass will make it possible to use a higher proportion of it in production, thus improving sustainability.

With this in mind, and in the context of Strategy 2030, Vetropack has set itself the target of achieving a proportion of used glass in production of at least 70% Group-wide by 2030. This number stood at 53% at the end of 2020.

[Performance Review: Share of used glass in the glass production](#) →

[Strategy 2030](#) →

In view of the ever-growing trend towards multi-trip glass, Vetropack is also working on new methods of increasing the traceability of glass containers. For example, at its new innovation centre in Austria, Vetropack began implementing a procedure for placing QR codes on each individual glass container. In future, these could be crucial to organising reverse logistics or tracing how often a bottle has been in circulation.

[Performance Review: Innovation strategy and portfolio](#)





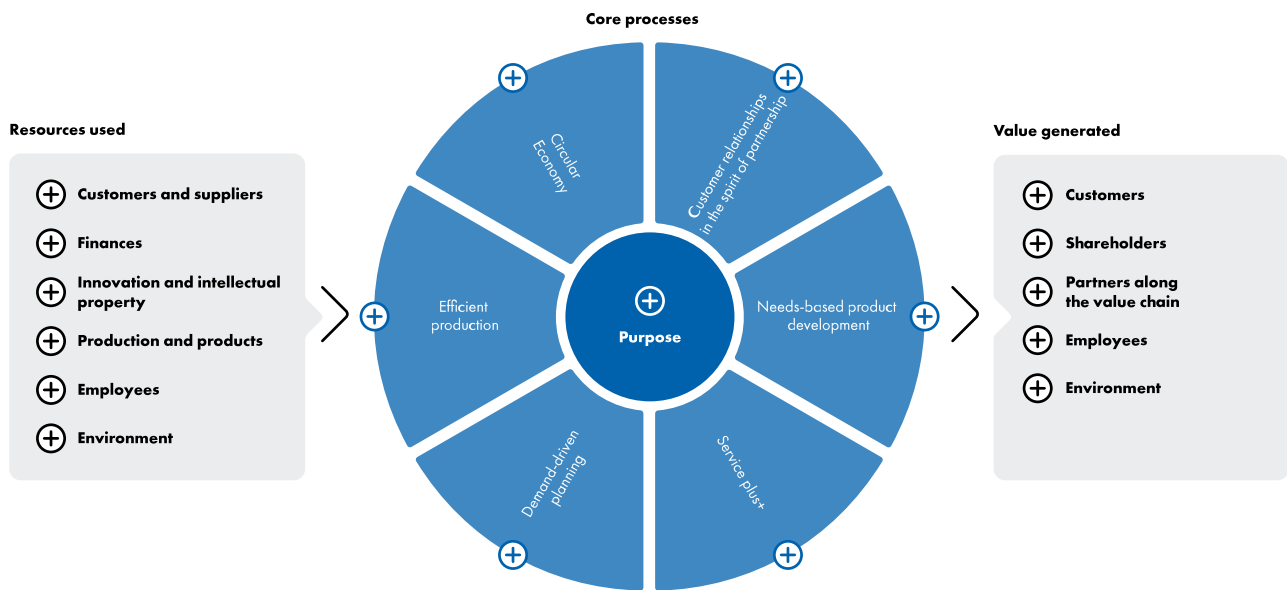
Foundations
for success

| Business model

The driving force behind value creation

Vetropack Group's actions are determined by an integrated understanding of value creation. Instead of focusing merely on financial success, Vetropack also takes into account the many different resources that are needed to create value in its business activities. Apart from customers and shareholders, this also benefits partners along the value chain, employees and the environment. Vetropack Group's corporate purpose, which was rewritten in the reporting year, is at the heart of the business model. This constitutes the driving force behind what all employees do and the basis on which we develop unique, high-quality products and services.

Business model Vetropack Group



Resources used

Customers and suppliers

A broad customer base and partnerships with suppliers built on trust are key drivers of value creation at Vetropack. They help Vetropack to achieve a high level of financial certainty in its planning, facilitating targeted investments. They also allow the company to try out new things and grow together as we overcome challenges. The close cooperation between customers, Vetropack's own specialists, external designers and mould-makers enables efficient development work, resulting in winning products.

Finances

Vetropack Group's strategy is geared towards ensuring the company's long-term development that takes account of its stakeholders' interests, an approach that is in line with the expectations of Vetropack Group's majority shareholders. Vetropack mainly finances the company's growth from its own resources and uses the return on operating capital employed (ROOCE) as the most important benchmark for reviewing business development. The focus on sustainably boosting the return on operating capital employed means that Vetropack increasingly operates as a Group and prioritises investments with great potential for synergy.

Innovation and intellectual property

Vetropack sets itself the goal of meeting its customers' requirements with innovative, high-quality and environmentally sustainable products, with emphasis placed not only on innovations in its products, processes and organisational structure, but also on the development of entirely new business models. To achieve this, Vetropack relies on the systematic management of intellectual property (patents) and engaging its customers and suppliers in a close dialogue that stimulates both process and product innovations and thus makes a direct contribution to improving efficiency for both sides – Vetropack and the customers and suppliers.

Production and products

Vetropack's production system follows lean production principles and works to systematically reduce inefficiencies of all kinds. The company also applies uniform quality standards and checks each individual glass container to deliver outstanding product quality. Vetropack continuously improves all the processes along its value chain in the spirit of "One brand, one quality", making increasing use of digital tools and automation solutions. This allows Vetropack to generate efficiency savings and to meet its customers' desire for comprehensive information on product quality.

Employees

Vetropack's sustainable growth and market success are underpinned by dedicated, highly qualified staff and an experienced management team. To stay innovative and competitive, Vetropack focuses on providing targeted continuing professional development for its employees and fostering talent in a systematic way. Alongside practical on-the-job training programmes, all Vetropack staff have access to a training centre in Austria and the recently devised "Vetrocademy" – a professional development platform. Attractive career opportunities within the Group open up prospects for staff and help keep their wealth of expertise within the company.

Environment

Vetropack aims to be as environmentally sustainable as possible in its production and to position itself as a “green frontrunner” in the glass industry. Continuously reducing its environmental footprint in all business activities is a key tenet of its corporate strategy. Most notably, the large amount of energy required in the glassmaking process poses a particular challenge, one that Vetropack is tackling by modernising its production facilities on an ongoing basis and implementing an energy management system. The use of recycled glass and multi-trip containers is also being systematically increased to conserve natural resources as effectively as possible.

Corporate purpose

Corporate purpose

We make it possible for everyone to enjoy food and beverages in the safest, most elegant and most responsible way.

We

We are a listed Swiss family enterprise which has fostered honesty, reliability and transparency since it was founded. We are characterised by our strong values, a work culture based on partnership and a cooperative atmosphere. When we say “we”, we mean every single person who works for and with the company. Each individual makes a significant contribution to the company’s success.

Everyone

Consumers and their needs are important to us. That is why we help our direct customers to look after their customers as effectively as possible.

Food and beverages

We have a long-standing tradition in the food and beverage industry and are very familiar with all of its facets. We also have a deep understanding of its stakeholders and needs. That is why we concentrate on producing glass containers for this industry – and endeavour to offer the highest quality and the best value in everything we do.

Elegant

We believe that the elegance of glass lies in the simplicity, long-lasting beauty and diversity of shapes and colours of this material for high-quality packaging solutions. When it comes to food and beverages, the packaging helps to communicate the brand and quality to the end consumer. Glass is the most elegant material for this purpose. Its look and feel bring a customer’s brand to life for each and every consumer. To us, “most elegant” also means placing emphasis on customer-specific, individually designed products. We offer a variety of services and rely on close, long-term relationships to develop a deep understanding of our customers.

Safe

The safety of everyone is our top priority – we focus on high-quality products that are constantly being updated. Thanks to its natural origin and inert structure, glass is the perfect material for food-safe packaging. We have a holistic view of safety and help our customers to optimise their value chain to guarantee the safety of consumers.

Responsible

We see glass as the most sustainable packaging solution, as it is manufactured from purely natural raw materials and is 100% and infinitely recyclable. But we do not limit our responsibility to the product. Instead, we extend it to acting in a spirit of solidarity, taking responsibility for the environment and being economical. We aim to achieve a very small carbon footprint along the entire value chain. Because we are responsible, we believe that recycling is the key to optimising the product life cycle, including end-of-life management. We also feel committed to contributing to

our customers' success and therefore offer them services that go beyond our glass products and help them to achieve this success.

Customer relationships in the spirit of partnership

Vetropack's holistic value creation is based on customer relationships in the spirit of partnership. A high level of demand on the glass container market has prompted Vetropack to invest more than the industry average in an effort to increase the availability of its products. This allows the company to retain the loyalty of key customers and attract new ones. Identifying customer needs at an early stage is essential for successfully building on market positions, as is developing new areas of activity by exploring new lines of business along the value chain. By taking this approach, Vetropack is aiming to position itself as a high-quality partner and full service provider.

Needs-based product development

Vetropack sets innovation trends in the glass packaging industry, working closely with its customers, suppliers and industry associations on this right from the start. External designers are often commissioned to come up with a design in addition to the ideas drafted by the customers themselves. Either way, a comprehensive list of requirements that future glass packaging has to meet needs to be specified if the development work is to be progressed efficiently and innovative solutions made market-ready quickly.

Service plus+

Vetropack offers customers a comprehensive range of products and services that goes well beyond making glass packaging. Its services cover packaging design, high-quality production and on-time supply, packaging analysis advice and support, bottling, conditioning and closure technology, glass finishing and labelling, and even the calculation of environmental footprints. Vetropack thus helps its customers optimise all the process steps involved in launching a new type of glass packaging. In future, Vetropack is keen to expand its service offering based on existing expertise with the aim of further reinforcing customer loyalty and opening up new business opportunities along the value chain.

Demand-driven planning

Vetropack is constantly striving to optimise the planning for and availability of its products. It uses demand forecasts to align all processes – from purchasing raw materials and planning production through to shipping the finished products – with one another in the best possible way to maximise capacity utilisation in all its production facilities. With this in mind, Vetropack uses a digital system designed to consolidate all aspects of production planning into a single, Group-wide process in future. This should mean that production capacity can be utilised more efficiently and more flexibly.

Efficient production

To enable energy-efficient production at an optimum cost level, Vetropack invests continuously in more efficient, more flexible production lines. This will also make it possible to process smaller batches and multiple product segments, thus enabling the company to respond more effectively to seasonal demand peaks in the beverage market. As part of its digitalisation roadmap, Vetropack is making targeted use of the opportunities presented by automation to simplify repetitive production and administration processes. The Group is also ensuring that energy consumption and the associated CO₂ emissions are reduced by investing extensively in its production facilities and logistics. As part of the 2030 Strategy, a key target has been set to reduce the greenhouse gas emissions from each tonne of glass produced by 30% compared to 2019.

Circular economy

Vetropack's business model supports the transition to a circular economy as it is based on natural raw materials that can be recycled more or less without limit. Following its pioneering work in glass recycling back in the 1970s, Vetropack now collects used glass for recycling in all the countries in which it operates glassworks. Vetropack works together with special-purpose associations in many countries to maximise collection rates. The company is also promoting the development of multi-trip bottles, some of which are made from resource-efficient lightweight glass (VIP Glass) and are thus even easier to handle. Vetropack's 2030 Strategy includes the goal of ensuring that the proportion of used glass fed into its production across the Group hits at least 70% by 2030.

Value generated

Customers

Vetropack Group's customers can rely on an experienced partner in a strong market position that offers over 2,500 different kinds of glass packaging and comprehensive service. Even when faced with the most detailed of requirements, Vetropack develops innovative, cost-effective solutions that meet the highest quality standards, thus helping to increase the value of its customers' brands. Vetropack also supports customers in making lasting improvements to their entire process chain, from development through to bottling.

Performance Review: Customers and suppliers



Performance Review: Innovation and intellectual property



Performance Review: Production and products



New designs



Shareholders

Vetropack Group generates robust, profitable growth by focusing its corporate strategy on the long term and making continuous investment in its production facilities and recycling systems. This means that the company has been able to pay a dividend to its shareholders for many years now.

Performance Review: Finances



Partners along the value chain

Vetropack Group places great value on treating its stakeholders as partners and, in particular, on strengthening relationships with strategically important suppliers. Vetropack partners benefit from long-term business relationships and supply agreements and thus from a high degree of certainty in their forecasting and planning.

Performance Review: Customers and suppliers



Employees

Much of Vetropack Group's market success is driven by its employees. In exchange, they can rely on an employer that offers stable and attractive jobs and actively promotes the health and safety of employees. Staff also benefit from a wide range of opportunities for professional development, which increases their loyalty to the company. Many employees appreciate working for a sustainable company whose products they can identify with.

[Performance Review: Employees](#)



Environment

Investing in state-of-the-art production facilities and logistics generates efficiency savings that deliver benefits not least for the environment, because cutting energy consumption also steadily reduces CO2 emissions. Vetropack also uses a high percentage of used glass in its production and thus contributes to an environmentally friendly circular economy.

[Performance Review: Environment](#)





Vetropack
Strategy 2030

Getting to work on the future

At Vetropack, the year 2020 was all about the new Strategy 2030, which was approved by the Board of Directors at the start of the year. The company then immediately began to implement it in its operations and has already produced a few highlights with the first strategic initiatives.

Moving into the future with a broad base

Back in 2019, Vetropack initiated a comprehensive strategic transformation process. The aim of this is twofold: to open up additional growth potential in the existing business and develop new business models to position the company as a strong market player for the long term and to make a significant contribution to shaping the glass industry. Vetropack was very keen to involve internal and external stakeholders in this process, which is why over 100 employees, as well as customers and external experts from all manner of industries and fields of experience, participated in the development of the strategic foundations. This gave Vetropack valuable insights and allowed the company to head for the future with a broad-based strategy.

Five strategic directions for success

From the open strategy process, Vetropack derived five strategic directions that will shape the company's further development in the next ten years.



Expand the core

Vetropack is basing its strategy on further reinforcing its dominant market positions in its home markets by bringing the company closer to its customers and enabling it to become a high-quality partner and full-service provider. It is also targeting expansion in selected markets.



Value growth

Vetropack is extending its areas of activity by entering new business sectors along the glass packaging value chain, focusing on new services that are a logical extension to its existing expertise and enable the company to further strengthen customer relationships.



Drive innovation

Vetropack wants to become a trendsetter in the glass packaging industry and is therefore proactively driving innovation. While this does apply to gradual innovation, the focus is also on product and market innovation and on entirely new business models.



Clearly sustainable

Vetropack is pursuing a holistic approach to sustainability based on two main initiatives:

- continuously reducing the environmental footprint of all business activities and
- improving recycling in the value chain (one-way and multi-trip) and securing access to key resources (primarily used glass).



Leader in quality

Vetropack is aligning all activities so that they support the strategy at Group level to optimum effect. In addition to a holistic approach to operational excellence, this includes coordinated structures and processes in sales and technology/production. The opportunities offered by digitalisation are also to be exploited more effectively across the Group and Vetropack is to be positioned as an “employer of choice”.

These five cornerstones, the rewritten corporate purpose and the more specific corporate values form the basis for implementing the strategy. Vetropack launched the first initiatives in 2020, thus laying important foundations for the next steps.

[Corporate purpose and values](#)



A clear implementation process and reinforcing the Group mindset

In the reporting year, Vetropack specified a stringent implementation process to guide the company’s transformation in the run-up to 2030. Therefore, for all five directions, specific projects were defined, prioritised according to available resources and recorded with clear responsibilities, schedules and benchmarks for monitoring progress. A project coordinator appointed especially for Strategy 2030 has been entrusted with ensuring that the various projects are implemented in a coordinated, coherent manner.

The projects have also been entered in a digital tool and will be updated by those responsible on an ongoing basis in future. This enables the steering committee to use the balanced scorecard to supervise the implementation of the strategy and ensures that it always has a current overview of progress on the individual directions and can make adjustments where necessary.

Vetropack uses the return on operating capital employed (ROOCE) as the main key figure for reviewing business development under the new strategy. The focus on the sustainable optimisation of all resources used will help to reinforce the “Group first” mindset – meaning operating as a Group and prioritising investments with great potential for synergy between the individual locations.

Expand the core

In November 2020, Vetropack concluded a contract to take over a Moldovan glassworks. This new addition to Vetropack Group, which comprises two separate operational units (Glass Container Company and Glass Container Prim), will enhance Vetropack's market position in Central and Eastern Europe. The company has been firmly established in this region for almost three decades and is now continuing its long-standing strategy of integrating its acquisitions within the wider Group while preserving their local characteristics and identity. The new Vetropack glassworks in Chişinău produces approximately 100,000 tonnes of glass packaging for the beverage and food industry annually and employs 504 members of staff.

Value growth

Vetropack supports its customers throughout the entire journey – from product idea through to bottling. This also includes customised and optimised packaging solutions and comprehensive technical advice to improve existing processes on site. IT solutions are connected across systems, which also contributes to future value growth, and these are consistently expanded.

Drive innovation

The topic of innovation is also to be given a boost across the Group under the new strategy. That is why, in the year under review, Vetropack established a new innovation centre at its Pöchlarn site in Austria. A new team formed for the centre is to further develop VIP Glass technology and help to open up new areas of business, amongst other projects.

[Performance Review: Innovation strategy and portfolio](#)



Clearly sustainable

Vetropack wants to be a pioneer and make a key contribution to shaping the green transformation in the glass industry because ecology has a central role to play, especially in an energy-intensive sector such as the glass industry. That is why the topic of recycling was right near the top of the list when prioritising the strategic projects. The company has set itself the target of achieving a proportion of used glass in production of 70% across the whole Group by 2030. Greenhouse gas emissions can also be continuously reduced by modernising the furnaces, like at the Croatian glassworks in Straža in the reporting year. The main key indicator for checking this is CO₂ emissions per tonne of glass produced. The company is aiming to cut greenhouse gas emissions by 30% from 2019 to 2030. Logistics are also to become climate neutral by 2030. In order to meet this target, investment in optimising the supply chain and in switching vehicles and the forklift fleet to renewable drive systems is required above all.

[Performance Review: Environment](#)



Leader in quality

Vetropack wants to make greater use of the opportunities offered by digitalisation in all divisions and developed a digitalisation roadmap back in 2019. The migration of the SAP system to the latest technology was completed in 2020. Various processes, such as purchasing and production planning, are being digitalised and centralised on this basis.

[Performance Review: Digitalisation and automation](#)



In the year under review, Vetropack pressed ahead with its “employer of choice” strategy in particular. For this purpose, it implemented a digital human resources tool through which all staff processes can be standardised. In future, this digital tool will make it easier to search for new talent, foster employee development or plan for succession, amongst other tasks. Vetropack also boosted employee engagement with a Group-wide discussion and obtained the “Great Place to Work” certification at the Bülach site.

[Performance Review: Employees](#)



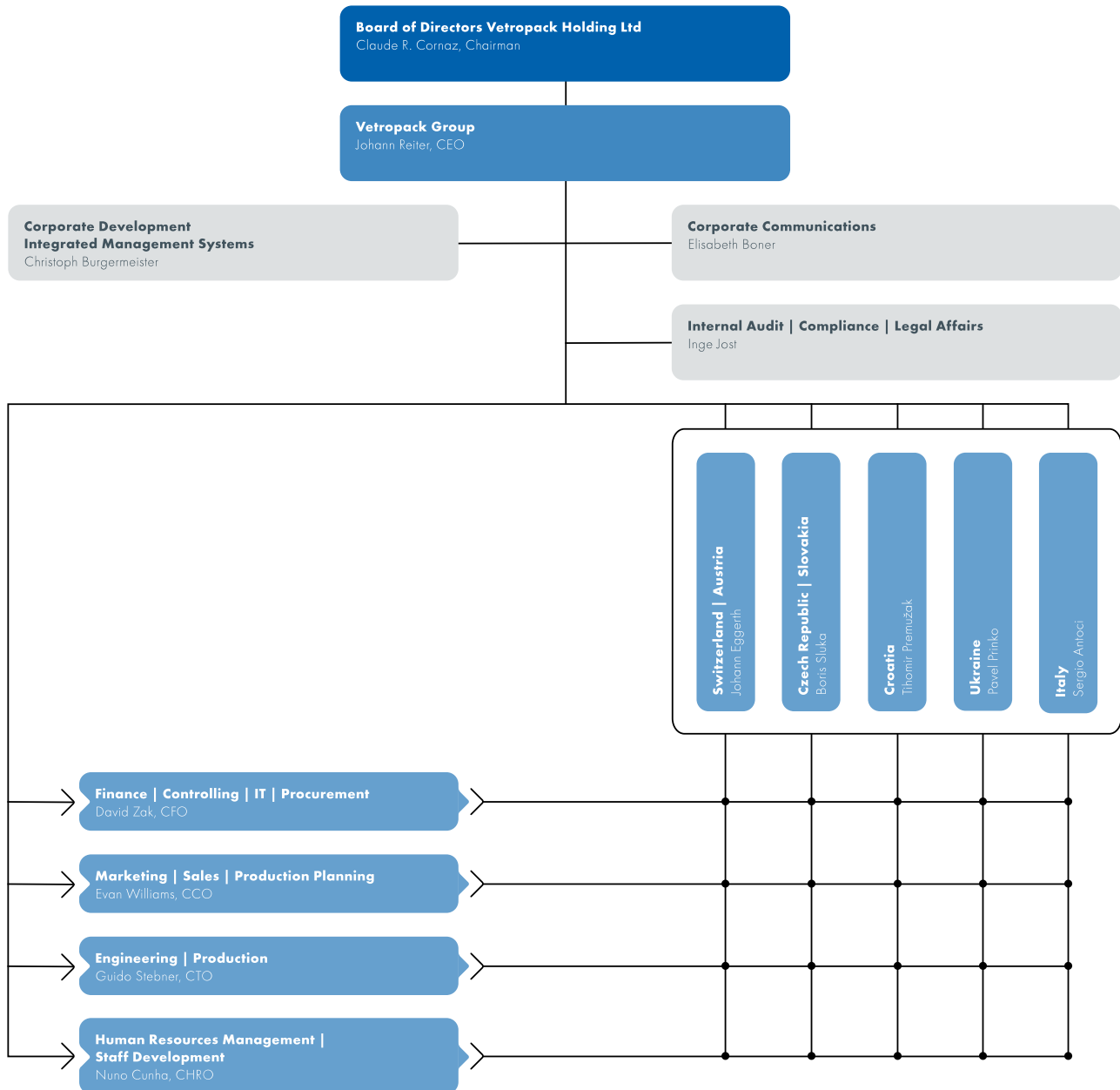
Management Structure



Extended Group Management

From left to right: Johann Reiter, Elisabeth Boner, Christoph Burgermeister, David Zak, Nuno Cunha, Guido Stebner, Johann Eggerth, Pavel Prinko, Sergio Antoci, Evan Williams, Inge Jost, Boris Sluka, Tihomir Premužak

per 1 January 2021



Organisation

per 1 January 2021

Group Management Board	
Johann Reiter, CEO	
David Zak, CFO	
Nuno Cunha, CHRO	
Johann Eggerth	
Guido Stebner, CTO	
Evan Williams, CCO	
Finance, Controlling, IT and Procurement	
David Zak	
- Shared Service Centre Switzerland	Christian Trösch
- Group Controlling and Accounting	Adriano Melchiorretto
- IT	Bruno Hennig
- Procurement	Ulrich Ruberg
Marketing, Sales and Production Planning	
Evan Williams	
Human Resources Management and Staff Development	
Nuno Cunha	
Engineering and Production	
Guido Stebner	
Corporate Development	
Integrated Management Systems	
Christoph Burgermeister	
- Quality Management	Andrea Steinlein
- Technical Customer Service	Christoph Böwing
- Occupational Safety + Health	Nenod Horvath
Corporate Communications	
Elisabeth Boner	
Internal Audit, Compliance, Legal Affairs	
Inge Jost	
Business Unit Switzerland/Austria	
Johann Eggerth	
Marketing + Sales	Herbert Kühberger
- Switzerland	Christine Arnet
- Austria	Herbert Kühberger
- Export Europe West	Leopold Siegel
Finance + Administration	Bernhard Karrer
Supply Chain	Werner Schaumberger
Plants and Production	
- St-Prex Plant	Philippe Clerc
- Pöchlarn and Kremsmünster Plant	Thomas Poxleitner
Integrated Management System	
St-Prex Plant	Fabien Mauris
Pöchlarn and Kremsmünster Plant	Hannes Fasshuber

Business Unit Czech Republic/Slovakia	
Boris Sluka	
Marketing + Sales CZ/ SK	Dana Švejcarová
- Slovakia	Zuzana Hudecová
- Export Europe East	Vlastimil Ostrezi
Supply Chain	Jaroslav Mikliš
Engineering	Miroslav Šebík
Kyjov Plant	
- Production	Antonín Pres
- Finance + Human Resources	Milan Kucharčík
Nemšová Plant	
- Production	Roman Fait
- Finance + Human Resources	Eva Vanková
- Integrated Management System	Aleš Habán
Business Unit Croatia	
Tihomir Premužak	
Marketing + Sales	Darko Šlogar
Finance	Marija Špiljak
Supply Chain	Robert Vražić
Engineering	Velimir Mrkus
Human Resources	Damir Gorup
Production	Josip Šolman
Business Unit Ukraine	
Pavel Prinko	
Marketing + Sales	Hennadiy Arsiriy
Finance	Oleksandr Bondarenko
Supply Chain	Serhii Kazhan
Engineering	Mikola Marchenko
Human Resources	Maria Dukhnenko
Production	Roman Yatsuk
Business Unit Italy	
Sergio Antoci	
Marketing + Sales	Francesco Bonazzi
Finance	Alberto Borroni
Supply Chain	Luca Marini
Engineering (A.I.)	Rocco Callea
Human Resources	Annalisa Girardi
Plants and Production	Giovanni Depoli
Integrated Management System	Alessandro Canulli
Group Companies	
Müller + Krempel Ltd	Mark Isler
Vetroreal Ltd	Matthias Bieri



Foundations for success

Material Topics and Performance Review

Definition of the key financial and non-financial issues

For the second time, Vetropack Group provides comprehensive information on its financial and non-financial performance for fiscal year 2020 within the framework of an Integrated Annual Report. The company defined the focus of its reporting in 2019 with a materiality analysis. Here, Vetropack evaluated which topics were particularly relevant for its stakeholders and for securing short-, medium- and long-term business success. The company also assessed which topics have a significant impact on sustainable development (economic, social and environmental).

Vetropack derived this process from the requirements of the Global Reporting Initiative (GRI), which requires the evaluation of stakeholder relevance and an assessment of impact. The evaluation of business relevance as a third dimension ensures that the material topics are closely linked with the core business. The process is therefore also compatible with the recommendations of the International Integrated Reporting Council (IIRC).

In defining the material topics, Vetropack used the following dimensions based on the six capitals of the IIRC to evaluate topics in various areas:

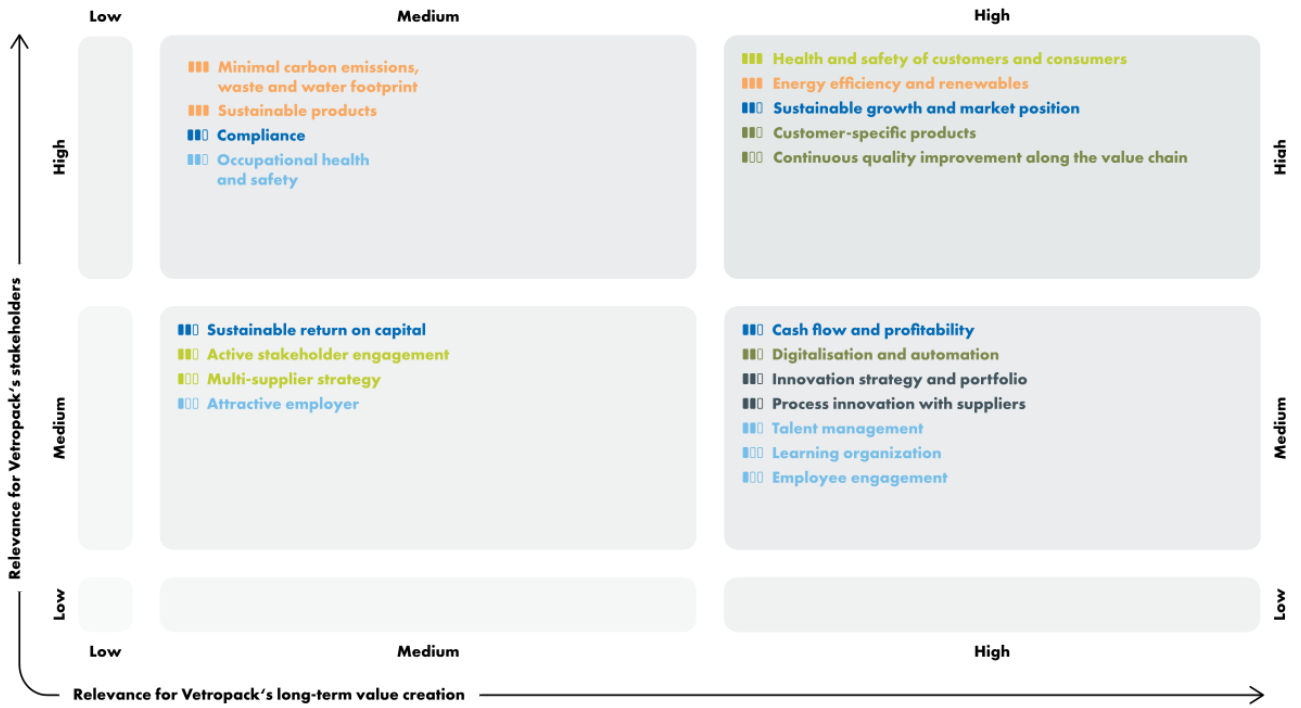
- Customers and suppliers
- Finances
- Innovation and intellectual property
- Production and products
- Employees
- Environment

The topics were evaluated in a workshop with the Extended Group Management and additional managers from various divisions with responsibility for the topics in question, who brought an in-depth understanding of the concerns of different stakeholder groups, meaning that external perspectives were considered indirectly. The findings of the workshop were validated by the CEO and external specialists.

The resulting material topics are presented in the following matrix. It provides Vetropack with the basis for the strategic focus and structure of the reporting. Accordingly, the “Performance Review” and “Sustainability Report” chapters of the 2020 Integrated Annual Report are divided on the basis of the above-mentioned six dimensions.

This page contains information on the following GRI disclosures: 102-46, 102-49.

Materiality matrix



Categories:

- Customers and suppliers
- Finances
- Innovation and intellectual property
- Production and products
- Employees
- Environment

Impact on sustainable development

- Low
- Medium
- High

This page contains information on the following GRI disclosure: 102-47.

Customers and suppliers

Active stakeholder engagement

Frank communication and proactive cooperation help Vetropack to anticipate the needs of customers and other stakeholders and exploit business opportunities, enabling it to gain competitive advantages. The main stakeholder groups, which influence Vetropack's business activity or are affected by it, include investors, customers, suppliers, employees and their representatives and society in general, including supervisory authorities, legislators, trade associations and non-government organisations (NGOs).

In the reporting year, communication with all stakeholder groups was particularly important due to the coronavirus. Vetropack contacted its customers and suppliers very early on and thus managed to make it through without any serious delivery disruption whatsoever, even during the lockdown period. This was essential for customers because, without packaging, they cannot bring their products to market. Vetropack is therefore an important cog in the system for many buyers and has proved that its position is resilient enough to fulfil this responsibility.

However, direct communication with customers and suppliers, for example at major trade fairs, was extremely limited in the year under review. Many events were cancelled or Vetropack decided not to attend for safety reasons. Nevertheless, the company significantly increased its virtual contact with customers and suppliers.

- Communication with employees: Performance Review, "[Employee engagement](#)"
- Working with suppliers: Performance Review, "[Process innovation with suppliers](#)" and "[Multi-supplier strategy](#)"
- Customer relationships: Performance Review, "[Customer-specific products](#)"
- Communication with other stakeholder groups: Sustainability Report, "[Active stakeholder engagement](#)"

Multi-supplier strategy

Vetropack pursues a multi-supplier strategy to guarantee a smooth production process. The strategy secures the supply of raw materials and equipment and minimises risks in the supply chain, such as disproportionate dependencies. The benefit of this approach became particularly apparent during the lockdown due to the pandemic in the reporting year.

In the year under review, Vetropack analysed the market and sought contact with new suppliers to make the supply chain more robust. This was the company's response to the trend towards consolidation and concentration in the supply chain, especially amongst suppliers of equipment, and to the dramatic increase in demand for production equipment in the glass packaging industry. New potential suppliers must comply with the requirements of the Supplier Code.

The coronavirus pandemic also revealed how susceptible supply chains are to disruption in a globalised world. Business was affected by temporary shutdowns of individual production sites and severe restrictions on cross-border traffic made logistics difficult. Thanks to the multi-supplier strategy and good market links, Vetropack Group did not experience any serious shortages in its supply of raw materials and resources for production. The large number of active and pre-qualified freight forwarders in the supplier portfolio also guaranteed customer logistics at all times.

In the medium and long term, Vetropack Group is working even more closely with suppliers which supply products that are as environmentally sustainable as possible. With this direction, Vetropack is pursuing its goal of reducing the use of primary raw materials and fossil fuels, both in its own production process and in upstream production steps. It also aims to consume fewer synthetic raw materials. The procurement workshops on sustainable procurement scheduled for the reporting year could not be held due to the coronavirus pandemic and are expected to take place in 2021.

The aim is to minimise supply and price risks and to establish alternatives to strengthen Vetropack's negotiating position.

Health and safety of customers and consumers

Its professional processing of the high-quality packaging material glass means that Vetropack protects not only the packaged drinks and foodstuffs but also consumers' health. Quality and safety are essential factors that are taken into account for each product development in accordance with clearly defined criteria. The company checks each individual glass container.

Vetropack also invested in refining the quality control process for its products in 2020. The quality assurance work group is pressing ahead with the harmonisation of the quality assurance processes. Improving testing technology was another area of focus. For instance, amongst other changes, the latest versions of testing sets were installed to detect faulty glass containers even more reliably. The quality of the testing sets on all production lines was evaluated to serve as a basis for future investment decisions.

Vetropack established ensuring the highest quality standards as an important objective under the "Leader in quality" heading as part of its new Strategy 2030. Existing quality indicators, such as the number of complaints per glass container sold and critical defects identified internally, are used to measure progress. These quality indicators are not published for competition reasons.

[Performance Review: Continuous quality improvement along the value chain](#)



Finances

In recent years, demand for glass packaging on the European market has increased continuously, but the coronavirus pandemic changed demand significantly. As around 20 to 30% of glass packaging is sold by restaurants and bars to consumers ("on-premises consumption") under normal conditions, the lockdowns triggered by the pandemic and the associated closure of catering outlets led to a temporary, yet sharp, drop in demand. This was also indirectly caused by the decline in tourism in some countries, which had a negative impact on unit sales in hospitality. At the same time, people began stockpiling food at home, which had a noticeable positive effect on demand for glass packaging. Overall, this resulted in a reduction in unit sales of 5.9% for the year under review.

The extraordinary developments in the reporting year led to a redistribution of flows of goods and of the production capacity utilisation of individual glassworks. Value chains had to be adapted or reorganised at short notice. However, not only did the crisis have negative economic consequences, it also made the industry more flexible in a positive way, as well-established processes and practices had to be critically examined and adjusted.

Financial figures 2020

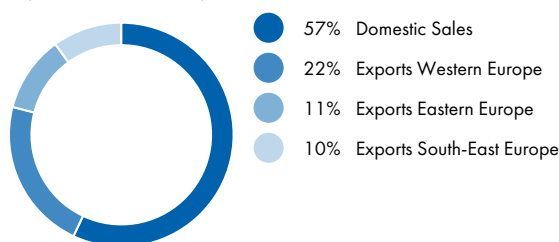
		+/-	2020	2019 ¹⁾
Net Sales	CHF millions	- 7.3%	662.6	714.9
EBIT	CHF millions	- 14.9%	76.1	89.4
Consolidated Profit	CHF millions	12.2%	81.2	72.4
Cash Flow*	CHF millions	- 7.9%	141.2	153.3
Investments	CHF millions	- 40.4%	73.7	123.7
Production	1 000 metric tons	- 3.0%	1 416	1 460
Unit Sales	billion units	- 5.9%	4.86	5.16
Exports (in unit terms)	%	-	43.1	43.9
Employees	number	15.3%	3 882	3 366

1) adjusted; see [note No. 29](#)

* operating cash flow before change of net working capital

Sales by markets 2020

(total 4.86 billion units)



To increase transparency regarding its shareholders, Vetropack abolished the bearer shares and converted them into a new category of registered shares following a resolution by the Annual General Assembly in the reporting year. A share split of 1:50 was implemented for both categories. Vetropack thus achieved an increase in the number of shares and the move also enables smaller shareholders to participate in the company's success.

Cash flow, profitability and sustainable return on capital

Vetropack's long-term growth is largely financed from its own resources. The main performance indicator used by Vetropack for reviewing business development is the return on operating capital employed (ROOCE). Optimising the resources used and their impact on profitability is therefore given a higher weighting by Vetropack than pure profit or cash flow. The focus on sustainably boosting the return on operating capital employed means that Vetropack increasingly operates as a Group and prioritises investments with great potential for synergy – very much in keeping with the "Group first" mindset.

[Vetropack Story: 160 years of glass production in Hum na Sutli](#)



This can also have a positive effect on resource consumption. For example, from a Group perspective, it makes more sense to invest in a recycling system that efficiently supplies used glass to multiple glassworks than to operate a separate system at each location. Investments in digitalisation also tend to be prioritised to make work processes more efficient and thereby increase return on capital. By doing this, Vetropack is positioning itself as a progressive and attractive employer for young talent.

In 2020, operating cash flow fell by 7.9% to CHF 141.2 million (2019: CHF 153.3 million) due to the pandemic. Vetropack also invested CHF 73.7 million in further expanding its production facilities. The highlight was the investment in renovating and expanding a furnace in Croatia, which further increased the Group's production capacity. As the improved furnace is not being put into operation until early 2021, this investment will not affect cash flow and profitability until later in the year.

All other, non-essential, investment projects were, however, put on hold. Vetropack's production facilities are of a high technical standard overall, which is why investment in existing capacity will be much lower in the next few years than it has been in the past. This is expected to increase the return on capital.

Sustainable growth and market position

Customer satisfaction is crucial to Vetropack's continuous economic success. To understand the needs of customers and their perception of the company more accurately, the Group carried out a large-scale Voice-of-Customer survey back in 2019. In 2020, Vetropack further expanded its market intelligence function at Group level to improve market knowledge in the Group as a whole. This enables Vetropack to predict customers' needs more reliably, develop suitable solutions and strengthen its market position.

Fostering good customer relationships was even more important in 2020 in view of the market disruption caused by the global pandemic. Vetropack worked hard to maintain operations and respond flexibly to customers' requests for shorter supply chains and faster product availability. Despite the total drop in sales of 7.3% compared to the previous year, Vetropack was able to keep and consolidate its leading position in its core markets. This was because Vetropack focused on markets in the vicinity of its production sites and made the most of the Group's capacity to offer a wider range of products and flexibility in all markets.

The Group aims to further reinforce its market position in future and has therefore improved product quality and traceability as part of the “Leader in quality” quality management programme. Production capacity was expanded thanks to the modernisation of a furnace at the Croatian production plant in Straža. Vetropack also increased its capacity for clear glass in 2020, as the trend towards glass packaging for food is growing. The strong focus on innovation, boosted by the drive to become the green pioneer of the industry, will help the Group to meet its growth targets.

[Performance Review: Innovation and intellectual property](#)



Compliance

Fair behaviour that forbids bribery, corruption and discrimination, amongst other things, as well as obeying the law, is one of Vetropack’s basic principles. It is essential for gaining and retaining the trust of customers, suppliers and authorities. For Vetropack, complying with all applicable laws, regulations and industry standards and responding immediately if any deviations are identified is a matter of course. The relevant guidelines are laid down in the Code of Conduct and in the Business Ethics Policy. The Supplier Code also regulates compliance with human rights in the value chain and is checked regularly during audits. This ensures that an awareness of how to behave in compliance with the rules is firmly established in the company. On this basis, Vetropack has been able to achieve a consistent and very high level of compliance over the past few years.

In the reporting year, Vetropack found in an internal inspection at the Austrian Kremsmünster glassworks that the relevant authorities had been sent incorrect figures for the plant’s quantity of industrial effluents and air emissions for 2010 to 2019. In those years, the annual reports to the relevant authorities had been falsified, some of them considerably so. Vetropack informed the authorities in question immediately after identifying the deviations and submitted a voluntary disclosure. The company is expecting payments of arrears on sewerage fees to amount to around EUR 4 million.

Vetropack would like to stress that all threshold values for both substances contained in effluents and air emissions were observed at all times, and for the most part clearly undercut. At no time was there any danger to the health of local residents or to the environment. Comprehensive documents and expert reports that demonstrate this were handed over to the municipality of Kremsmünster and the district governor’s office of Kirchdorf. Following this incident, Vetropack worked at full speed to ensure the facility’s compliance with all regulations. Measures were also taken to recycle necessary cooling water in production to considerably reduce effluent volumes.

Innovation and intellectual property

Vetropack is continuously optimising the ancient craft of glass production. With innovative, high-quality and environmentally friendly products, Vetropack adapts to customers' expectations, thereby positioning itself successfully in selected markets. When developing its Strategy 2030, Vetropack defined the topic of innovation and digitalisation as one of five strategic directions for the next ten years.

Innovation strategy and portfolio

With Strategy 2030, Vetropack is emphasising that innovation is highly relevant for the company. Not only does the open innovation strategy focus on product development, such as the further development of VIP Glass technology, it also targets the all-encompassing development of container glass production along the value chain. For this purpose, the company is using new digital marketing and sales channels and improving its planning processes.

Vetropack wants to give innovation a further boost across the Group and established a new innovation centre at its Pöchlarn site in Austria in 2020, amongst other projects. An innovation team will be formed there in 2021 to further develop VIP Glass technology, for example, and design new products on this basis. Another objective is to develop digitalised glass bottles that enable complete lifecycle transparency and traceability, which is relevant not least due to the trend towards reusing glass packaging multiple times. For example, the innovation centre is therefore working on a system for giving multi-trip containers a QR code so that Vetropack can easily see in future how often they have been in circulation.

[Vetropack Story: Renovating the white glass line](#)



Despite the challenging market environment, Vetropack pressed ahead with developing and commercialising lightweight glass packaging in the reporting year. The VIP Glass bottles, which are especially light and stable thanks to a special thermal hardening process, achieved excellent results in performance tests. The first customer appreciated this innovation so much that two more deliveries were made in 2020.

[Vetropack Story: VIP Glass](#)



The company also made great progress with digitalisation and automation, migrating the SAP system to the latest technology (SAP4Hana), for example. This measure enabled various work and planning processes to be harmonised further, which has a positive effect on the speed and flexibility of product planning.

[Performance Review: Digitalisation and automation](#)



Process innovation with suppliers

From increasing efficiency in the glass production process and improving organisation right through to developing products – Vetropack is focusing on cooperation with its suppliers in almost every strategic area of innovation. This is particularly important because each Vetropack glassworks is unique and has different conditions that can be optimised in a variety of ways. By doing so, the company not only benefits from its own expertise going back many years, but also from that of the furnace builders and other manufacturers of equipment for container glass production.

[Performance Review: Energy efficiency and renewables](#)



In 2020, there were various initiatives implemented working closely with suppliers that are worth mentioning. For example, Vetropack received support from the company Horn with the renovation of the furnace at the Straža glassworks. The energy management system introduced at the same site was installed together with Siemens. At the St-Prex glassworks in Switzerland, the processing plant was upgraded with the aid of a supplier to be able to process a higher proportion of used glass. A closed loop system to recycle water at the Kremsmünster site was also installed in close collaboration with the manufacturer.

[Vetropack Story: Glass sorting machines](#)



[Vetropack Story: Label remover](#)



[Performance Review: Optimising use of raw materials](#)



Product quality was also improved further with the help of various suppliers. In the reporting year, Vetropack joined forces with inspection machine manufacturer Symplex to work on the full inspection of all glass containers produced, further minimising defects such as cracks and impurities. By using lubricating robots, less waste was produced and the need for manual work was further reduced. In 2019, Vetropack introduced improved glass tear feeder machines in a joint project with Bucher Emhart Glass. These are now in use on all new installations and are considered the new industry standard.

It would also not be possible to implement forward-looking initiatives, such as the use of self-driving forklifts in automated stores currently being investigated in the new plant in Italy as part of the “Future” project, without direct collaboration with innovative suppliers.

Production and products

Continuous quality improvement along the value chain

For Vetropack, the quality of products is the top priority. This applies to all locations in accordance with the “One brand, one quality” motto. However, the understanding of quality goes beyond this and includes optimising all processes along the value chain. This is necessary both to satisfy customers’ more stringent demands and to improve efficiency. Quality improvements also have a positive impact on occupational safety and environmental pollution. Under the heading “Leader in quality”, this ambition is being pursued as a strategic direction of the new Strategy 2030.

In 2020, Vetropack invested in improving quality as part of various projects, most notably a major furnace renovation project at the Croatian glassworks in Straža. There, Vetropack installed state-of-the-art production facilities and testing sets, thus achieving comprehensive improvements to product quality and energy efficiency. The melting capacity was also expanded, allowing Vetropack to serve the markets in Southern and Eastern Europe even more effectively in future. Thanks to the larger production building, workplace conditions could also be optimised for the staff.

[Performance Review: Occupational health and safety](#)



[Performance Review: Environment](#)



The “Quality Assurance” specialist group drove the standardisation and harmonisation of quality assurance processes throughout Vetropack Group. In 2020, the complaints processes were harmonised in order to incorporate findings from complaints at the individual locations into Group-wide improvement measures even more effectively. Vetropack also carried out an audit of the inspection machines at the various plants. The results will be used in future investment planning. A further focus to improve quality was training production staff at the group training centre at the Pöchlarn glassworks.

[Performance Review: Learning organisation](#)



Vetropack also began the rollout of the “Vetropack Production System” (VPPS) project in the reporting year. This project’s aim is to reduce wastage of all kinds systematically in the sense of “lean production”. These include overproduction, defects, waiting times, unnecessary movements and transports as well as inefficient processes and inventories that are not needed, for example. All these are deemed to reduce value for the company under VPPS and are therefore to be minimised as much as possible. “Lean engineers” were already appointed in various plants in 2020. The company plans to introduce VPPS in all sites gradually over the next few years. The exchange of experiences at Group level is also to be progressed further.

Vetropack measures the number of complaints per glass container sold and critical defects identified internally as the main key figures for quality improvement.

Digitalisation and automation

At Vetropack, digitalisation and automation initiatives are key to sustainable business development. The company is using the range of new technologies to develop its processes and endeavours to improve efficiency through automation solutions. As part of the strategy process, digitalisation and automation were defined as one of five strategic directions that will shape the company's further development in the next ten years.

At Vetropack, digitalisation is taking place in all divisions, whether in the simplification of administration processes or in production. Vetropack therefore developed a digitalisation roadmap back in 2019 and implemented the first few measures. In the reporting year, Vetropack migrated its SAP system to the latest technology (SAP4Hana). With the new system, Vetropack can make business information available to the relevant employees even more quickly. For example, a pilot project for a fully digitalised purchasing process (Order to Pay) has been successfully implemented on the same system. Digitalised purchasing is being rolled out across the Group in 2021.

The production planning tool was also migrated to the new SAP system in 2020, which further increases the efficiency and adaptability of production planning. In 2021, production planning will be combined to form a single, Group-wide process in a second stage, which should make it possible to utilise production capacity even more efficiently and flexibly. The plan to coordinate all production plants so that they follow a single production process is a considerable challenge, as a large number of data interfaces need to be harmonised and mapped in a single control loop.

In the year under review, Vetropack also made use of the opportunities offered by digitalisation to keep communication going with customers, suppliers and employees under difficult circumstances. Previous investments in mobile working arrangements and a Group-wide conferencing infrastructure paid off during the lockdown due to the pandemic in particular. Vetropack also launched an app for internal communication and published the @vetropack staff magazine online for the first time.

[Performance Review: Employees](#)



Key areas of Strategy 2030 in which digitalisation and automation play an important role include "Drive innovation and digitalisation", "Leader in quality" and "Operational excellence". Digitalisation is a prerequisite for optimising various sales processes, while automation is mainly used in the production process. Vetropack has therefore defined the customer complaint rate, customer satisfaction value, production losses, internal critical defects and the occupational accident rate as relevant performance indicators.

Customer-specific products

Vetropack implements ideas in products and, in doing so, guarantees a high standard of service and quality. The Group is therefore well equipped to supply high-quality and innovative glass packaging that is tailored to customers' needs. Short communication channels between the production teams and customers allow Vetropack to react to customers' requirements at any time and develop new products within a short period. To further harmonise the Group-wide product development process, Vetropack introduced a new workflow tool in 2020. It establishes clear requirements for customer approval and thus ensures that customers are involved in the product development process systematically. The enhancements planned for 2021 also support the realignment of the whole supply chain with the objective of bringing innovations to market.

In 2020, Vetropack introduced a large number of new products and packaging variants to help its customers in a year that was challenging for product launches. Over 150 new products had been introduced as of the end of the year. Particular emphasis was placed on developing multi-trip glass bottles for sale in Austria, including bottles for carbonated soft drinks, water and milk. Vetropack worked with Bergland Milch in the dairy segment. Following the success of re-introducing milk in glass bottles, Bergland Milch took the decision to invest in a reusable glass offer with Vetropack. The new bottle went into market during 2020 and meets consumers' expectations of sustainable and affordable packaging.

[Vetropack Story: Smart packaging award](#)



[New designs](#)



The Group also concentrated on further developing its VIP Glass technology with the objective of improving product performance. The ongoing collaboration with Austrian brewery Mohnbrauerei is a win-win situation in this respect. Vetropack helped the brewery to switch all its multi-trip bottles to VIP technology and received valuable feedback for further improving its performance. In 2021, Vetropack aims to develop a go-to-market strategy for VIP Glass based on its improved understanding of VIP technology and excellent knowledge of local markets.

[Vetropack Story: VIP Glass](#)



As part of Strategy 2030, Vetropack defined the innovation rate and customer satisfaction as key indicators for measuring progress. The innovation rate is calculated by dividing the number of new glass containers (based on shape, process technology, size and colour) by the total number of units sold. The objective is to increase the innovation rate over time. In 2020, the innovation rate was lower than expected due to the global pandemic and a few delayed product launches.

Employees

Vetropack's long-term success is largely down to its employees. The company has therefore set out the ambition to become an "employer of choice" in its new strategy. The aim is to make Vetropack known as a first-class brand on the job market, including outside its immediate reach. Vetropack wants to achieve this goal by investing in further professionalisation of human resources management, attracting new talent, continuous employee engagement and the professional development of employees in the spirit of a "learning organisation".

A strategic approach to human resources management

As part of the new "employer of choice" strategy, Vetropack tightened up its human resources management in 2020 to achieve human resources (HR) processes that are uniform and systematic across the Group. Vetropack therefore implemented "SuccessFactors", a digital HR tool that increases transparency and fairness – from talent recruitment, employee engagement and training and development right through to succession planning. During this implementation, Vetropack developed a new classification system and standardised job titles and descriptions, which will make career development plans more transparent and comparable for all functions and positions at the different sites.

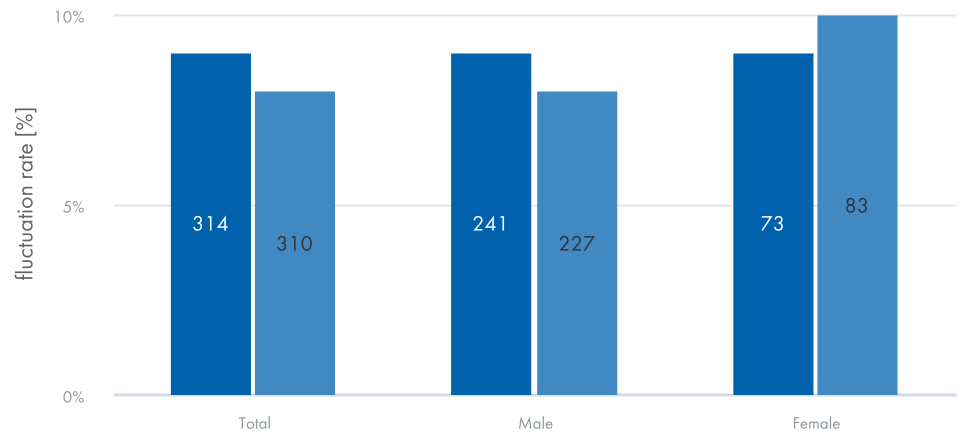
Talent recruitment, development and retention

Vetropack has proved itself to be a good employer at its locations. In conjunction with the considerable name recognition of the Vetropack brand as a high-quality Swiss glass container manufacturer, the Group has always succeeded in attracting and retaining top talent despite the stiff competition for qualified staff in the industry. However, the skills required and the availability of suitable candidates are changing, especially due to digitalisation and social and demographic change. Vetropack has therefore reviewed its talent recruitment strategy and introduced a new application system at Group level. All new vacancies will be listed transparently in this system and advertised automatically and in a standardised manner on Vetropack's revised career site. The company also began to work more closely with LinkedIn. In addition, Vetropack established the position of Group Talent Acquisition Leader. This new role facilitates a coordinated approach to key hires.

Vetropack also implemented a revised talent and organisation review programme (TOR) with the aim of identifying, retaining and developing internal talent. It is also intended to ensure that all key positions within the Group have a robust succession plan. This will help the company to anticipate potential organisational challenges and offer its employees reasonable professional development opportunities.

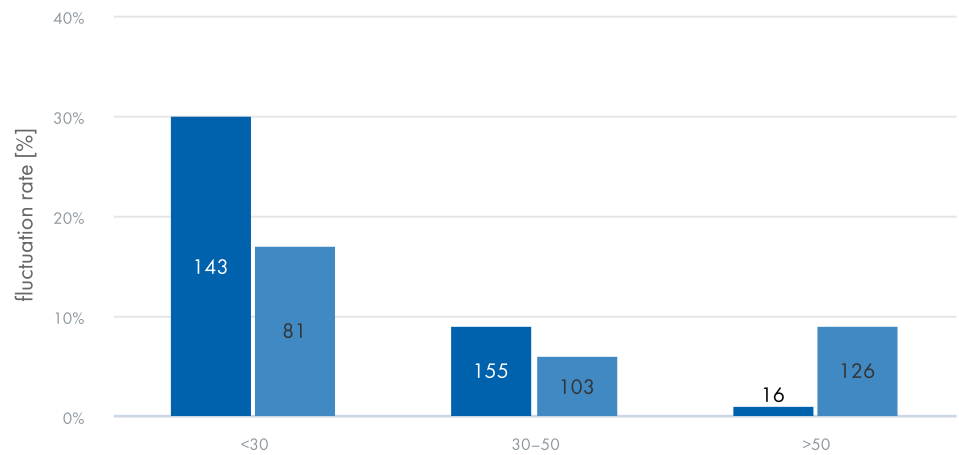
Over the next few years, Vetropack will measure the success of the approach for attracting and retaining talent using key performance indicators (KPIs) such as staff turnover, the talent retention rate and the percentage of management positions filled internally. Internal promotion rates will also be tracked from 2021.

Fluctuation by gender
(rates and absolute numbers)



- Joiners
- Leavers

Fluctuation by age group
(rates and absolute numbers)



- Joiners
- Leavers

Employee engagement

Vetropack focuses on continuous exchange with its employees. This was all the more important in a year dominated by considerable uncertainty due to the global pandemic. In 2020, Vetropack carried on building on the findings relating to engagement obtained in a Group-wide survey conducted in 2019. At all locations, the company organised engagement workshops to explain the results of the survey and have an open discussion about strengths, weaknesses and possible ways to improve. Despite the challenges of the coronavirus pandemic, Vetropack was able to hold workshops involving employees from all levels and functions. From this direct feedback, Vetropack gained findings that will help it to implement additional measures to strengthen trust and individual responsibility throughout the Group.

Following the survey on engagement, a culture survey was conducted at Vetropack's headquarters in Bülach. The questionnaire touched on various aspects of workplace culture in the company. The outcome was that Vetropack was successfully certified as a "Great Place to Work" in 2020. This achievement shows that Vetropack is an attractive employer where employees can grow. Vetropack employees are proud of what they do and feel part of the Vetropack family. Vetropack has set itself the goal of obtaining the same certification at all sites in future. Going forward, it will track the "Trust Index" of "Great Place to Work" as one of the three main employee-related KPIs.

[Vetropack Story: Great Place to Work®](#)



Vetropack also launched "Beekeeper", a digital workplace app where operational systems and communication channels run on a secure, intuitive platform. This tool facilitates internal communication and collaboration and will be key to the "employer of choice" strategy. The app also promotes the direct exchange of expertise between different production sites. An integrated translation tool enables discussion even if the two employees participating do not speak the same language. Vetropack also expects the app to improve the sharing of feedback from the bottom up.

Learning organisation

The glass packaging sector is fast-moving and talent is scarce, which is why highly qualified employees and their continuous development are crucial to boosting Vetropack's competitiveness. The Corporate Human Resources department creates the framework conditions for a learning organisation and enshrines a continuous learning mentality in the company.

Vetropack pursues an integrated learning approach comprising classroom events, virtual training and onboarding programmes, offering a comprehensive learning infrastructure that promotes the development of hard and soft skills. The company's own training centre in Pöchlarn, Austria, ensures that valuable expertise is passed on to the next generation of glass makers. The centre focuses on the hard skills in glass production processes, while the newly developed "Vetrocademy", a professional development platform, concentrates on fostering soft skills and aims to improve strategic expertise. The first "Vetrocademy" module is starting in 2021 and includes a comprehensive management curriculum covering all aspects of professional management. All 400 managers within Vetropack Group will complete the programme, which will take between 18 and 24 months depending on their function and level. In the future, Vetropack plans to develop further modules for key areas and functions and is currently evaluating potential topics to focus on.

[Vetropack Story: Group-wide training centre](#)



As part of the "employer of choice" strategy, new KPIs are being monitored, such as training costs per employee and the ratio of technical and compliance to soft skill training courses.

Occupational health and safety

As a responsible employer, the safety and health of employees is a major concern for the company. Vetropack therefore follows a “Safety first” philosophy. Safety matters are discussed across all plants to continuously improve occupational safety. All employees receive occupational safety training annually.

Apart from the two sites in Austria – Pöchlarn and Kremsmünster – the production plants do not yet have a certified management system for occupational health and safety. Vetropack is, however, aiming to have all the remaining production sites certified in accordance with ISO 45001 by 2022. A number of glassworks already implement similar local standards. With the certifications planned for 2022 in mind, “safety minutes” were introduced at all levels in the reporting year, amongst other initiatives. “Safety minutes” are short, regular safety training sessions. They generally last for less than ten minutes and take place at the beginning of a shift or at the start or end of a meeting, for example. There is no prescribed format for these short sessions. They may include refresher exercises on current safety protocols, brief video presentations, question and answer sessions or discussions of specific case studies, which are all intended to raise awareness of occupational health and safety.

Vetropack also aims to strengthen its position as an attractive employer through the proactive and preventive promotion of occupational safety and employees’ health. Other positive effects including boosting productivity and satisfaction at work and reducing absences.

Key indicators occupational health and safety

	+/-	2020	2019
Share of employees and supervised workers covered by a certified occupational health and safety management system ¹⁾	-	11%	-
Incidents leading to at least one lost work day	- 9%	117	129
Total lost work days due to injuries and occupational diseases	- 33%	3 721	5 591
Total Recordable Incident Rate (TRIR) ²⁾	- 15%	3.4	3.9
Total Recordable Incident Severity Rate (TRISR) ²⁾	- 37%	107	170

¹⁾ KPI is only being collected since 2020.

²⁾ Per 100 full time equivalents (FTE).

Environment

Glass is a sustainable packaging material, as it is manufactured from natural raw materials and is optimally recyclable. However, there is great potential for improvement when it comes to organising the industry as a whole to be more sustainable in the long term. Vetropack aspires to shape this transformation and develop into a glass producer that is known throughout the industry for its environmentally friendly practices and products. Under the heading “Clearly sustainable”, this has been set out as an important objective of the new Strategy 2030.

The company has established relevant key figures and short-, medium- and long-term targets to make progress measurable and compare itself with its competitors. The main key indicator for checking this is CO₂ emissions per tonne of glass produced. The company is aiming to cut CO₂ emissions by 30% from 2019 to 2030.

Sustainable products

Customers’ and consumers’ interest in the environmental footprint and traceability of glass packaging is growing steadily. That is why Vetropack began developing a method to make it easier to trace glass containers in its new innovation centre in 2020. With the aid of a QR code on the containers, Vetropack will, in future, be able to see how often a bottle has been reused, for example.

The glass industry, which can make a major contribution to climate protection because of its substantial energy consumption, is also subject to increasing regulatory pressure. Vetropack therefore endeavours to reduce its environmental footprint every year. To live up to this aspiration, the company works continually at making the production steps more energy efficient, and therefore more CO₂ efficient, and increasing the proportion of used glass. Vetropack also participates in various research projects investigating new technologies to reduce greenhouse gas emissions in glass production, for example as part of the “International Partners in Glass Research” (IPGR).

Environmental key indicators

	2020	in %	2019	in %
Total energy consumption in GWh	2 474		2 520	
Electricity	414	17%	422	17%
Natural gas ¹⁾	2 060	83%	2 098	83%
Specific energy consumption in MWh/t²⁾	1.76		1.73	
Greenhouse gas emissions in tCO₂e³⁾	624 534		635 994	
Scope 1 (heat & process emissions) ⁴⁾	487 378	78%	496 335	78%
Scope 2 (electricity)	137 156	22%	139 659	22%
Specific greenhouse gas emissions in tCO₂e/t²⁾	0.444		0.436	
Material consumption: recycled glass				
Used glass green	65%		65%	
Used glass brown	55%		53%	
Used glass white	42%		43%	
Water in m³				
Total water withdrawal	1 347 987		1 402 519	
Municipal water supply	346 410	26%	424 981	30%
Groundwater	1 001 577	74%	977 538	70%
Total water discharge	1 267 950		1 268 790	
Waste disposal in tons				
Recycling (ongoing)	31 133	47%	32 560	47%
Recycling (sporadic) ⁵⁾	1 259	2%	3 380	5%
Incineration or landfill (ongoing)				
Industrial waste	30 640	46%	29 080	42%
Hazardous waste	2 793	4%	1 769	3%
Incineration or landfill (sporadic) ⁵⁾				
Industrial waste	84	0%	1 978	3%
Hazardous waste	385	1%	1 198	2%

¹⁾ Incl. 3.8 GWh heating oil in 2020 (4.5 GWh in 2019)

²⁾ Per tonnage of glass produced that satisfies all quality and safety requirements thus qualifying for sale.

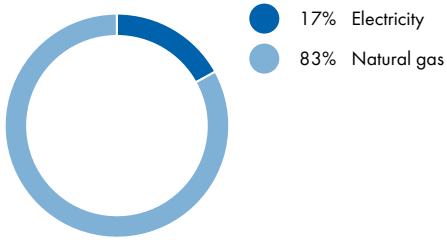
³⁾ Greenhouse gas inventory calculated in accordance with the Greenhouse Gas Protocol.

⁴⁾ Process emissions result from chemical reactions throughout the glass manufacturing process.

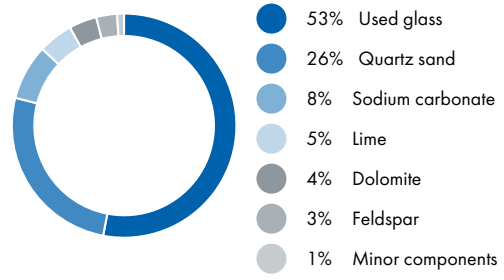
⁵⁾ Waste not generated every year from ongoing operations (e.g. furnace repairs)

Data basis: All Vetropack production sites. Energy consumption from diesel generators and other combustible or motor fuels is not included as it is irrelevant when compared to the overall energy consumption.

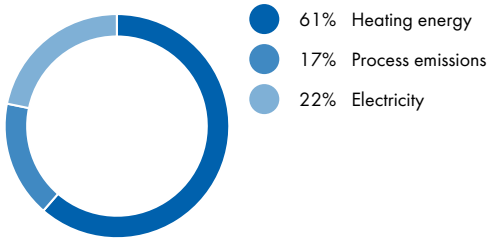
Total energy consumption (GWh)



Mixing ratio raw materials and used glass



Greenhouse gas emissions by source (t CO2e)



Energy efficiency and renewables

Glass production is associated with substantial expenditure of energy, which is caused above all in the operation of furnaces. The greatest leverage in the reduction of specific energy consumption therefore comes from the repair or construction of a new furnace. With each refurbishment, Vetropack tries to achieve an increase in energy efficiency of around 10 to 15% and a longer service life. This ensures that Vetropack's investment projects always involve state-of-the-art technology. Efficiency improvement measures like these are not only of benefit to the environment but also to Vetropack's bottom line.

[Vetropack Story: Investor of the year 2020](#)



In 2020, the company renovated a furnace in Straža (Croatia). The specific energy consumption was successfully cut by 14% thanks to this measure. It also resulted in a corresponding reduction of CO₂ emissions.

In the next three years, Vetropack plans to introduce an energy management system developed especially for the company in all plants. This system is to optimise the control of energy consumption and make it easier to identify potential improvements. The process was continued in 2020. The system has already been tested in a three-year pilot phase in Croatia.

In 2020, Vetropack set itself the target of reducing greenhouse gas emissions per tonne of glass produced by 30% compared with the base year 2019 by 2030. Vetropack not only wants to increase energy efficiency, but also to invest in renewables. Back in 2019, the company put a photovoltaic system into operation at the Croatian glassworks in Straža, which produces approximately 1,000 MWh of electricity each year. Important experience has now been gained at the plant for the potential operation of further systems.

Climate-neutral logistics by 2030

Vetropack also has ambitious goals for logistics and mobility – the company wants to make its logistics climate neutral by 2030. In the year under review, the company analysed the CO₂ emissions of all shipments in the last three years. Based on this analysis, Vetropack developed measures such as switching vehicles and the forklift fleet to renewable drive systems. It is also investing in optimising the supply chain.

[Vetropack Story: Transport management](#)



[Vetropack Story: Sustainable forklifts](#)



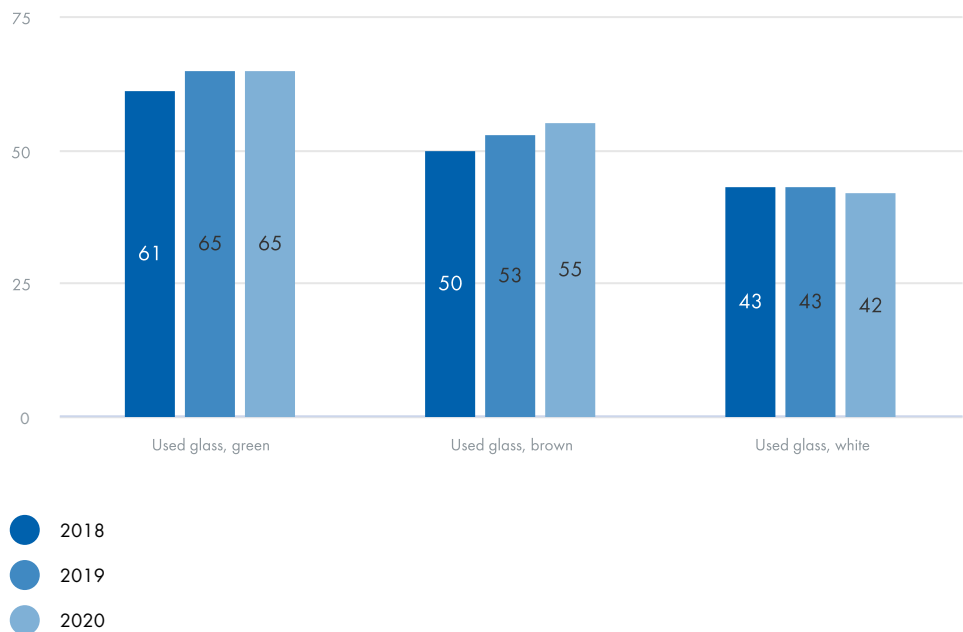
In its own operations, Vetropack plans to switch all forklifts throughout the Group to natural gas or electric drive systems by 2024. Substantial investments are required to achieve this, especially as the necessary infrastructure, such as for charging, must be provided. In addition, only electric or hybrid vehicles will be considered when procuring new company vehicles from the reporting year.

Optimising use of raw materials

A high proportion of recycled glass is vital for environmentally friendly glass production. At Vetropack, the proportion of used glass accounts for up to 80% of processed raw materials in some plants. Across the Group, the proportion of used glass was 53% in 2020. Vetropack has set itself the target of achieving a used glass proportion of 70% by 2030. However, the availability of high-quality used glass remains a major challenge. In many countries, collection rates are far lower than in Switzerland and Austria, for example. The quality of used glass can also lead to problems if it is contaminated with foreign substances, such as ceramics. Vetropack therefore supports measures that increase collection rates.

Although the political will to improve the collection of used glass is not equally strong everywhere, Vetropack is optimistic with regard to the future. The collection rates prescribed by the European Union for glass will increase further, meaning that more used glass will find its way into the recycling process and be available for use.

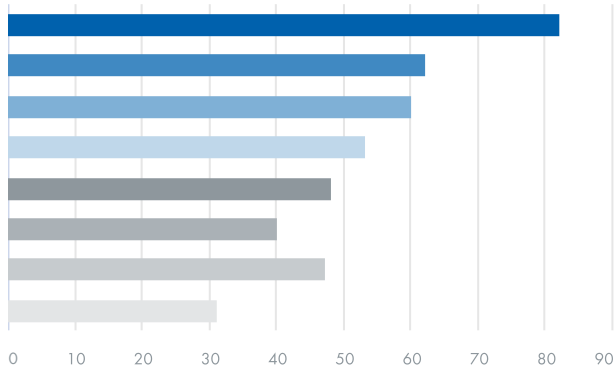
Share of used glass in the glass production



Although the political will to improve the collection of used glass is not to be found everywhere, Vetropack is optimistic with regard to the future. The collection rates prescribed by the European Union for glass will increase further, meaning that more used glass will find its way into the recycling process. This will ensure that more used glass is available.

Used glass ratio for glass production 2020

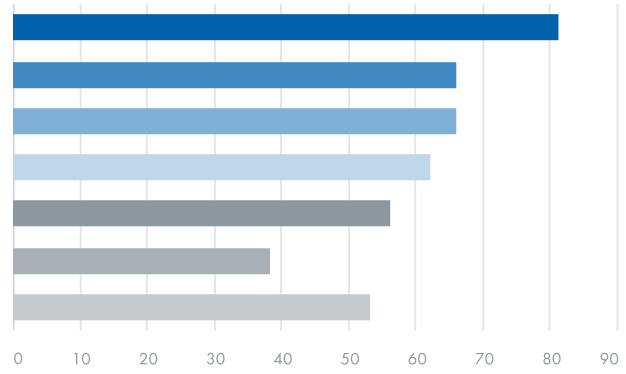
(by Group Company)



- 82% Vetropack (CH)
- 62% Vetropack Austria (AT)
- 60% Vetropack Moravia Glass (CZ)
- 53% Vetropack Nemšová (SK)
- 48% Vetropack Straža (HR)
- 40% Vetropack Gostomel (UA)
- 47% Vetropack Italia (IT)
- 31% Vetropack Moldova (MD)

Used glass ratio for glass production 2020

(by colour)



- 81% Feuille Morte
- 66% Green/Vetrogreen
- 66% Olive/Cuvée
- 62% Primeur
- 56% Amber
- 38% White
- 53% Ø all colours



Foundations for success

| **New designs**



Organic

Create emotions

In cooperation with Raymond and Laura Paccot from Domaine La Colombe winery, Vetropack Switzerland developed a customised 0.75-litre wine bottle in the striking “Vaudoise” style. The bottle was produced in the colour cuvée – just around eight kilometres from Cave at Vetropack’s plant in St-Prex.

Father and daughter Raymond and Laura Paccot paid just as much attention to detail when developing the bottle as they do when producing their wine. They agreed each special feature of the bottle with Vetropack’s product designer Jean-Franck Haspel on site at the plant in St-Prex. And the result was worth it: a strong, evocative and subtle bottle. The 0.75-litre bottles in cuvée have turned out so well that they will soon be produced in another mouth (BV30H60).

And the Paccot family don’t just pay attention to the packaging of their precious drops: their grapes thrive high above Lake Geneva, grown in organic quality. In Féchy, a small village on the Côte vaudoise, the grapes have everything they need – but, above all, a lot of time to flourish. Only the grapes which have reached the right balance and optimal maturity are picked.

Tradition

Variety of flavours

The Upper Austrian spirits manufacturer emil has added a new member to its bottle family. Vetropack Austria is producing the new eye-catching 0.35-litre bottle in white glass at the Pöchlarn plant.

Back in 2016, the glass specialists at Vetropack’s Austrian plant in Pöchlarn teamed up with the distiller Emil Stegmüller to design a striking 0.7-litre spirit bottle with a screw cap. This has recently been joined by its “little sister”, which boasts the same design but has a capacity of 0.35 litres. The “emil” brand logo is engraved four times around the lower part of the bottle, while a glass relief on the shoulder section echoes the mountain peaks printed on the label in a tactile way, thus reinforcing the highly recognisable image of this traditional spirit brand.

The 0.35- and 0.7-litre bottles for emil spirits, offering all kinds of flavour varieties, are available exclusively in retail outlets. The family enterprise has been distilling spirits based on an old tradition and putting a contemporary spin on them for 150 years.



Flattering Fresh appearance

The philosophy of the Lithuanian brand Stumbras Vodka is based on a harmonious balance between tradition and innovation. The 500 ml bottle is used exclusively for “Klasikine Vodka”. The producer is Vetropack Gostomel.

Remarkable things are often simple. Following this thought, the bottle of “Klasikine Vodka” from Stumbras factory was given a regular shape with smooth, simple lines in an emerald green colour, which reflects the naturalness of the product very well. The logo and slogan of the brand are embossed on both sides of the bottle, emphasizing the uniqueness of the glass packaging. The original design is completed by a screw cap, which makes the bottle modern and functional.

As the largest and oldest producer of spirits in the Baltic Sea region, Stumbras factory remains true to the unique recipes of the 19th century. The products are made from natural ingredients such as wheat, rye and potatoes. The use of advanced technologies allows the old classics to be tasted in a new way.

Sparkling Timeless design

In the course of the last decades, the bottle designed for Fonti S. Bernardo with its water drops motif has become a style icon. Today, the 26 cl white glass bottle is produced at Vetropack’s Trezzano sul Naviglio plant.

Fonti S. Bernardo was founded in 1926 in Garesio, in the Piedmont region (Italy), to bring the purest and lightest of waters that flow from the nearby springs to all the Italian tables; this mineral water, in fact, comes from the Maritime Alps, an uncontaminated environment at 1300 metres above sea level. In the mid-90s the famous designer Giorgetto Giugiaro designed for this brand the famous bottle “Gocce”, which is still appreciated all over the world and characterises Acqua S. Bernardo for its elegance and distinguished Italian style.

S. Bernardo entered the world of carbonated soft drinks in 2017 and the 26 cl bottle, produced in white glass at the Vetropack Italia plant, is dedicated to this line with its bright colours, strong aromas and unforgettable taste. Freshness is a concept that is clearly expressed throughout this refreshing drink range, including great fresh flavours (lime and ginger, lemon and mint, and bitter orange and cinchona) as well as more traditional varieties such as orange, pink grapefruit, ginger ale, soda and many others – all available to enjoy.



Regional

A wine bottle for Bern

Vetropack's Swiss plant in St-Prex is producing new cuvée-coloured wine bottles for the canton of Bern. The 0.75-litre bottles may only be filled with wine made in the canton.

There are many ways to draw a bear. But when it comes to the one engraved on the wine bottle with its high cork finish, there is no room for compromise. This is because the famous bear of Bern is depicted here: a black bear also adorns the coat of arms of the city and canton of Bern. Vetropack Switzerland is producing the wine bottles in cuvée. The design of this special bottle is simple and yet very elegant.

The 0.75-litre bottles may only be filled with wine made in the local area. Varieties including Chasselas, Pinot Noir and Chardonnay are cultivated in the canton, which is divided between two winegrowers' associations – covering the Lake Biel and Lake Thun/Bern areas, the two associations represent their respective region's interests.



Diverse

Refreshing and herbal

Refreshing herbal bitter drinks are popular at the moment. Spar Austria has launched two particularly popular varieties as a squash in an elegant white glass bottle from Vetropack Austria.

Bitter drinks are particularly popular, not least due to the diverse range of gin specialities and the associated revival of long drinks. They are no longer just alcohol mixers but can also be drunk neat or enjoyed as an alcohol-free cocktail.

In line with this trend, Spar Austria has expanded its squash range to include the Tonic and Wild Berry varieties. A specially developed slender 0.5-litre white glass bottle is being used for these new, bitter varieties, thus achieving a particularly high-quality appearance. The slightly inward-curving shape beneath the shoulder means the bottles sit particularly well in your hand. Vetropack Austria manufactures these bottles in its Pöchlarn plant in Lower Austria.

When mixed with mineral water, Spar Tonic and Wild Berry taste exactly like premixed bitter drinks. However, the amount of squash in the drink can be adjusted to suit individual tastes.



Vital

Harnessing power

The Secondo Marco agricultural enterprise has opted for a 750 ml Bordolese Elite bottle for its highly valuable Amarone della Valpolicella Classico DOCG wine. This bottle is produced by Vetropack Italia.

The Bordolese Elite is characterised by its slender, cylindrical shape and pronounced shoulders, with its straight neck topped off with a cork stopper. The design of this cuvée bottle combines elegance with vitality. Its sense of potency is also reflected on the label.

Secondo Marco is based in the heart of the Valpolicella Classico zone and blends modern viticulture with traditional values. The Amarone is the product of years of observation and fine adjustments. The pergola system originally used for growing the grapes has been developed and enhanced, bringing various benefits that have had a noticeable impact on the final product. Thanks to the fertile soil, the Amarone packs a powerful punch on the taste buds, giving drinkers a sense of the strength of the earth. At the same time, however, this red wine has an impressively elegant touch.



Cultivated

With gentian

The Zurich start-up company Gents has taken the high-end bar scene by storm with its tonic water. As of this year, the aesthetic 0.2-litre white glass bottles that the cult drink is served in have been produced by Vetropack Austria in Pöchlarn.

Tonic water is one of the most popular bitter lemonades. It is considered to be particularly classy, so it is no surprise that trendy young entrepreneurs keep trying to make an even better tonic water – an aim that the start-up company Gents from Zurich has certainly achieved. The recipe for its tonic is based on its knowledge of the culinary arts and herbs gained over the years. Swiss ingredients such as beet sugar and gentian harvested in the Jura with special authorisation are also used. The great yellow gentian – *Gentiana lutea* – also gave the company its name.

The bottles in which Gents offers its drinks are produced by Vetropack Austria in Pöchlarn. The straight neck and gently curving shoulders show the products in the 0.2-litre white glass bottle in the best light. There are now many other varieties in addition to the classic tonic such as Gents Swiss Roots Ginger or Gents Swiss Craft Ginger.



Patented Innovative notches

At the Terre de la Custodia vineyard, the fruits of the Umbrian terroir have been transformed into outstanding wine for centuries. The rosé comes in a unique 750 ml white glass bottle by Vetropack Italia.

Montefalco in the Italian region of Umbria has been famous for its outstanding wine since the Middle Ages. The first vines were cultivated here by Franciscan monks in the cloisters of the monastery.

The Terre de la Custodia vineyard, five kilometres outside Montefalco, also looks back on a centuries-old tradition. Anything that survives for so long must continue to be innovative and this can certainly be said of Terre de la Custodia. A white glass bottle was developed for the rosé wine Montefalco Sagrantino – the result of a perfect synthesis of aesthetics and functionality. The eye-catching groove on the front of the bottle leads to an internal depression that collects wine residues and prevents them from being moved, while the rear notch ensures that no residues escape when pouring. Why isn't every wine not poured in this special bottle, which has clear advantages? The answer is simple: Terre de la Custodia has patented it!

Elegant For the world

The Sicilian red wine Nero d'Avola is world-famous. Alibrianza cultivates the wine in the Trapani area and packages it in elegant 750 ml cuvée glass bottles produced by Vetropack Italia in Trezzano sul Naviglio near Milan.

The family enterprise Alibrianza was founded in 1981 and concentrated initially on trading premium-quality wines for an international clientele. But the desire was soon formed to produce wine itself. Alibrianza first took over the Cascina Radice vineyard in Piedmont, which is steeped in tradition, and then added vineyards in Sicily – the island where vines thrive thanks to the Mediterranean climate, many hours of sunshine and refreshing sea breeze.

One of the indigenous Sicilian grape varieties is the full-bodied Nero d'Avola. For each Nero d'Avola that Alibrianza cultivates in the Trapani region, Vetropack Italia produces a 750 ml cuvée glass bottle. It reflects the full-bodied, fruity wine with its pronounced shoulders and robust body. In 2019, Alibrianza was awarded a gold medal at the China Wine & Spirits Awards.



Magnificent

A sparkling appearance

Anything fit for royal taste buds should look royal too. That's why leading Ukrainian fruit wine producer Mikado is packaging its new low-alcohol sparkling wine Mikado Princess in a magnificent bottle, produced by Vetropack Gostomel.

With its dignified sloping shoulders and long, slender neck, the new 0.75-litre bottle has a classic, elegant shape. Its majestic impression is enhanced greatly by the surface of the glass – the crystal engraving makes the bottle sparkle like a cut ruby when the light hits it. The new product by Vetropack Gostomel is therefore the perfect package for the premium-quality sparkling drink with its unique fruit and berry flavour.

The eye-catching interplay of colours created by the combination of bottle and drink together is also almost festive – the soft pink shimmer of the sparkling wine matches the colour of the cherry blossom traditionally pictured on the label of the renowned brand. Wine, bottle, label and light are brought together in harmony in a unique way in this utterly successful new creation and help highlight the festive and special nature of every occasion where Mikado Princess is served.



Original

An ideal companion

Craft beer has met with unparalleled success around the world. It is mainly produced by small breweries by hand with a great deal of care. Beers like this belong in classy and sustainable glass – for example, the Steinweg beer, for which Vetropack Gostomel produces exceptional bottles.

Steinweg is a small, dedicated brewery in Ukraine. The Steinweg beer glass is the visual expression of the drink it was created for – original and highly unique, it gives hints of the small factory atmosphere and steampunk influences. Both a retro style and progressive way of thinking are captured in its unusual design.

The brewers chose brown glass for the 0.6-litre glass capable of holding a pint, providing their frothy, delicious drink with the best protection against potentially harmful light. The sealed screw cap is particularly eye-catching and user-friendly, making the glass an ideal companion for a trip. With this collaboration, Steinweg and Vetropack Gostomel have shown that even something as everyday and seemingly perfected as a beer bottle can be spectacularly reimaged.



Just right A fruity flavour

The Austrian syrup brand YO produces syrups of the highest quality. Three new creations are perfectly protected by beautifully shaped white 0.5-litre glass bottles that are produced in Vetropack Austria's Pöchlarn plant.

Glass and organic – the perfect combination. Anyone who produces or consumes organic products places a very high value on quality, health and protecting the environment. Glass protects the contents particularly well because it does not affect them in any way and is neutral in taste and odour.

Eckes Granini Austria GmbH also agrees. Its brand YO is known throughout Austria and beyond for producing high-quality fruit syrups. Now the line has been extended with three organic syrup creations: raspberry and lemon, currant and lemon balm. The new varieties come in 0.5-litre glass bottles produced by Vetropack Austria at its Pöchlarn plant in the well-established YO bottle design. The white glass bottles fit particularly comfortably in the hand thanks to the grip recess below the shoulders. Combined with the glass packaging material, the slender shape emphasises the premium quality of the contents.

Sparkling A revival

Wine spritzed with mineral water or soda is one of the most popular thirst-quenching drinks on a hot day. What's equally satisfying is the 0.33-litre glass bottle by Vetropack Austria in which the "Spritzer" by Austrian winery Aigner is served.

Did you know that the "G'spritzte" or "Spritzer" was invented in Austria? Wine mixed with mineral water or soda is a particularly popular drink in the summer, either as an aperitif or as a simple, no-nonsense companion to a delicious meal.

The Aigner winery in Gumpoldskirchen is one of the best performing and most modern wineries in Austria. In summer 2020, it launched a particularly refreshing mixed drink made from white wine and mineral water: a "Spritzer". It comes in a 0.33-litre glass bottle made from green glass which provides the contents with the necessary light protection and also guarantees freshness for consumers even when stored for longer periods of time. The standard bottle produced by Vetropack offers just the right amount of headspace for the carbonated drink. It is filled up to just below the rim so that the contents are exposed to as little oxygen as possible. The shoulderless bottle shape is also very practical and means that the Spritzer can be enjoyed straight from the bottle.



Pure

Gift of the mountains

The natural mineral water Karpatska Dzherelna is extracted from the depth of 90 metres in the untouched nature of the Carpathian Mountains. In order to preserve the healthy properties of the water, the producer has opted for an environmentally friendly packaging solution – glass bottles of premium quality manufactured by Vetropack Gostomel.

The original 0.5-litre bottle has a teardrop shape that fascinates with its elegant simplicity. The engraving on the surface depicts the mountain landscape and a soaring eagle, thus highlighting the natural origin of the mineral water. The bottle enjoys both a pleasing design and utility: the thickened bottom guarantees stability while 100% recyclable material represents the producer's respectful attitude to the environment.

At Karpatska Dzherelna, the health of the consumer is at the centre of attention. The mineral water is filtered from solids without changing its natural formula. This preserves the primary set of minerals and microelements such as calcium. The mineral water is available both with and without carbon dioxide.



Fruity

Homemade

Vetropack Moravia Glass produces the new half-litre glass bottles for the various flavours of Kitl syrups. The bottles present themselves in an olive-green transitional colour, as they appear when the colour of the furnace changes.

The Kitl company attaches great importance to quality and craftsmanship in its syrups. These standards are just as high for the 500 ml glass bottle too. The olive-green glass bottle is topped off with a silver screw cap. The entire bottle is enclosed in a large paper label that emphasises the homemade character of the products and provides valuable additional information such as recipe recommendations.

Kitl's (Kitl Syrob) array of syrups taste as good as homemade, following traditional recipes. In addition to the raspberry variety, they also come in ginger, elderberry, mint, grapefruit, cherry or currant flavour. The thickened juices are produced in organic quality and contain a high percentage of fruit. Thanks to cold processing, the syrups are rich in taste and full of flavour.



Easy to handle

Sustainable and convenient

The new jars designed for the internationally known spice powder Vegeta Maestro stand out for their attractive and modern look. Podravka developed the jars in cooperation with its long-term business partner Vetropack Straža.

The new spice jars appear to be larger than their predecessors, but they actually have the same diameter and hold the same quantity. This impression is created by the push-up floor. Vetropack Straža was able to use the narrow-neck press-blow method to produce this floor.

The new design provides more space on the label for communication with consumers. This allows them to see at first glance that the product contains 100% natural spices. There is also another new and very practical function. The cap of both the mills and shakers can be removed so that the jar can be refilled with spices from the bag. The shaker's cap has larger holes, which make it easier to use coarser spices. The new jars therefore fulfil customer requirements for sustainable and modern packaging which is easy to handle.



Elegant

Sunny salutations

Boasting seven centuries of winegrowing tradition, the Josef Brigl Winery is now investing in its future. The Pinot Bianco is filled in the 750 ml Borgognotta bottle, which is produced at Vetropack's Trezzano sul Naviglio plant.

The bottle's tapered shoulders and long neck lend it a distinctive air of elegance, further emphasised by its cuvée colour. The Borgognotta perfectly mirrors the fresh and fruity Pinot Bianco, which stands out thanks to its pleasantly sweet vanilla notes.

The Brigl winery in South Tyrol has been a symbol of the winegrowing and pressing tradition since the 14th century. The winery only uses grapes from its own vineyards and selected winegrowers to make its premium-quality wines. The production process blends tradition and state-of-the-art technology. The Pinot Bianco grapes come from the Haselhof Winery, located 550 metres above sea level in Colterenzio. The Burgundy's straw-yellow colour embodies the many days of sunshine that the cultivation area enjoys.