

# GLASS

## a sustainable lifestyle choice

Living sustainably is not just about saving the planet; it's also about looking after your health. Choosing glass is one way to do both. Growing consumer preference for healthy living, combined with concern for the environment, is driving increased trust in glass as a packaging choice, with 85% of Europeans willing to recommend glass to friends and family.



### RAW MATERIALS & RECYCLING

Glass is nature's ideal packaging made from natural resources. It epitomises the circular economy, where the same resources remain productive over time. No matter how many times it is recycled, the permanent nature of glass means that its quality never diminishes – glass remains glass. This makes it ideally suited for the packaging industry to minimize its environmental footprint. In addition, the more times glass is collected and recycled, the more the industry is achieving a closed loop production cycle.



**Glass is 100% recyclable**

### COLLECTION

In the last 15 years, bottle-to-bottle glass recycling has increased by 139% throughout Europe. The establishment of local recycling infrastructures for glass containers has contributed to local job creation and enabled the collection of 74% of all post-consumer glass packaging in the EU. Glass containers can be reused many times.



**Bottle-to-bottle glass recycling up by 139% in Europe in the last 15 years**

### CONSUMPTION

In the last 15 years, the use of glass packaging has increased by 39%. Glass container manufacturing companies produce some 22 million tons of glass containers, or 80 billion pieces, per year. They provide a wide range of glass packaging solutions for food and beverages, flacons for perfumery, cosmetics and pharmacy, as well as glass tableware to their European and world customers. And today, glass bottles are 30% lighter than 20 years ago while still maintaining their product preservation qualities, recyclability, and innovative design.



**Glass packaging use up by 39% in the last 15 years**

### PRODUCTION

In the last 50 years, the glass packaging industry has reduced energy use by 80%. On average, up to €610 million is invested every year in industry development. And some 125,000 jobs are maintained both directly and indirectly in the industry with its 160 manufacturing plants distributed across Europe. The industry remains committed to further implementing a circular economy model for a more sustainable Europe.

**Up to €610 million investment/year**



**125,000 jobs in Europe**

# WHY GLASS?

## GLASS PROTECTS QUALITY IN STYLE:

As well as looking good, glass packaging preserves a product's properties and qualities, keeping it fresh and pure for longer.



## GLASS IS GOOD FOR YOUR HEALTH:

Because of its inert properties, glass is a 100% safe material that prevents food from contamination.

## GLASS IS GOOD FOR THE ENVIRONMENT:

It is endlessly and 100% recyclable into new bottles and jars, with no loss of quality. The vast majority of Europeans view glass as the most environmentally-friendly packaging.



## DON'T FORGET TO RECYCLE!

Every ton of recycled glass reduces CO<sub>2</sub> emissions, saves on virgin raw materials, and keeps glass endlessly productive in the Circular Economy.

More on  
[www.feve.org](http://www.feve.org)  
[www.friendsofglass.com](http://www.friendsofglass.com)

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ENDLESS LIVES OF GLASS

# WHY NOT DO IT YOURSELF?



## EXPERIENCE THE ENDLESS PROPERTIES OF GLASS AT HOME AND TRY SOMETHING FROM OUR FRIENDS OF GLASS RECIPE BOOK.

A jar of sun-dried tomatoes can add a delicious dose of sunshine to your meals – whether it's winter, spring or autumn:

1. Blend some sun-dried tomatoes and the olive oil from the jar with some garlic, salt, pepper and basil in a food processor. Empty the processor into a large bowl, stir in some Parmesan cheese, and add cooked pasta for an easy and delicious meal.
2. Add your own twist to pesto by making your own: combine your jar of sun-dried tomatoes with cheese (1/2 cup of Romano or Parmesan cheese), basil, pine nuts and garlic in a food processor. Gradually add olive oil until the mixture becomes a smooth paste – and you're done!
3. Use your jar of sun-dried tomatoes as stuffing for chicken: together with Feta and herbs to create a savoury filling for baked chicken.



Love Glass. Choose Glass. Glass – for our future.