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2022 is the Year of Glass!

2022 is around the corner, and with it, celebrations for the **UN-designated International Year of Glass!** We're thrilled to be marking such a momentous occasion: glass has been an everyday part of human life since its origins, and has long been an integral component of commerce, culture, and science – shaping communities from industrial towns back to the Roman discovery of craft glassblowing. The unique alchemy of sand, soda ash and limestone (not to mention recycled glass) continues to work its magic to create a wonderful material loved by people over the world because it is true to life, protects products of any kind, and above all denotes care for human health and the environment.

Now is a unique opportunity to **celebrate the past, present and future of this iconic material**. Why? Because glass is the only packaging that's both reusable and infinitely recyclable into new bottles and jars, reducing waste, cutting CO² emissions and saving raw materials. It's also the only food-grade packaging that never loses its inherent properties to preserve taste and quality when recycled. As an everyday packaging touchpoint, glass is a key resource for thriving, circular societies – and that's why it's been called "the hidden gem in a carbon neutral future" by [one leading science journal](#).

Join us in celebrating the International Year of Glass! Stay tuned for the latest celebrations by following us on social media: [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).



Glass Hallmark Website Launched

Hot off the press! Dedicated to brands, retailers and anyone interested to know more about the unique value glass brings to a product, the **new Glass Hallmark website aims to become the 'one-stop shop'** to find interesting information on market trends, consumers perception, facts and figures.

>>> www.glasshallmark.com <<<

content because of its inert nature. The Glass Hallmark does not express or claim any other product-related characteristic, is not an official certification stamp and doesn't constitute any other environmental claim implying in any way e.g., that the glass container concerned contains a minimum percentage of recycled glass or it is effectively recycled at the end of its life.

What does it do? It reminds us that one aspect of our future is clear: glass packaging. The timelessness of glass means the packaging people have loved most, yesterday and today, is the very best option for tomorrow. And that's an ideal message for us all to take into the International Year of Glass.



Glass containers for recycling hit record of 78% in the EU

Data released by the Close the Glass Loop platform confirm that **glass collection and recycling increased in 2019 to reach an average rate of 78%**, representing a growth of 2% compared to the previous year's performance. These data are encouraging for the multistakeholder platform which has set out to achieve a post-consumer glass container collection target of 90% by 2030, and to ensure that this is recycled into the container glass bottle-to-bottle production loop.

How do we get more recycled content back in the loop? Close the Glass Loop unites glass producers, brand owners and fillers, along with the hospitality sector, glass treaters, extended producer responsibility schemes, collectors and municipalities under a common European programme. This common goal is shared by 11 national platforms, all working to ensure that the remaining 22% is put back into the bottle-to-bottle loop.

In fact, recycled glass is the most important resource for production, and the vast majority of the 13.7 million tonnes collected go back to remelt new glass bottles. This is possible only because glass is a permanent material, which never degrades and can be endlessly recycled for new production loops.

It's a momentous occasion, says EXPRA's Joachim Quoden on behalf of Close the Glass Loop partners: "The record high glass collection for recycling rate of 78% shows that our ambitious Close the Glass Loop targets can be achieved with close cooperation between all players in the value chain, sharing best practices on innovative and tailored collection models, high quality sorting and recycling and communication campaigns for consumers." It's a view shared by his Close the Glass Loop colleague Marine Ronquetti of FERVER (European Federation of Glass Recyclers) who adds: "the more glass is selectively collected, the better its quality for more recycled glass that can be produced and incorporated in the production of new glass packaging."

See the latest glass recycling map and discover more on www.close.theglassloop.eu. Here's to ending 2021 on a high note – and to bringing that recycling rate up even further in 2022!

Best Wishes!



Check
our video



The Year Starts Best with Glass
Merry Christmas and Happy 2022 from the FEVE Team!



The GOB is published by the European Container Glass Federation - www.feve.org

Why The GOB?

The gob is the drop of molten glass that gives birth to a new bottle or jar.
It is also British or Irish jargon for “mouth”.

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