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Glass Makes the Moments that Matter – Celebrating the International Year of Glass

From generation to generation, glass has always been by our side to mark the moments that matter.

We're thrilled to share our new celebration video for the International Year of Glass. Whether it's picnicking with friends or getting the family around a table for festive celebrations, glass is always by our side for the moments that matter most. To commemorate the International Year of Glass (IYOG), our new video captures these special moments – past, present, and future.

Join us on a journey spanning thousands of years, starting in the land of the Pharaohs, where glass was born, before moving through history from the Renaissance through to the modern day. In our story, glass is our main protagonist - our everyday partner.

Watch the video now:



Alongside the new video, we've also released a special IYOG toolkit, designed to illustrate the extraordinary benefits of glass for businesses, consumers, and our environment. The toolkit is ready to use, share and freely adapt by any brand, organisation, company or "friend of glass" wanting to join us in our shared love for glass. Download it [here](#) to promote the many reasons for choosing, loving and recycling glass.

[Download the Toolkit here](#)

FUTURE MADE CLEAR

“Packaging as a tool for product enhancement”

Summary of study by Guido Cristini & Cristina Zerbini,
University of Parma



The research was commissioned by FEVE – The European Container Glass Federation - from the University of Parma with the aim of studying the role of packaging in product enhancement.

Access the full study report at
WWW.GLASSHALLMARK.COM

New research: how does unique packaging drive consumer shopping choices?

Together with the University of Parma, we took a deeper look into the [importance of packaging design in brand differentiation and product enhancement](#). At a time when the packaging sector is witnessing a push towards standardisation, our research found that differentiated packaging design – unique shapes, colours, textures and more – is an essential factor in convincing consumers to choose a product. When done right, packaging design doesn't just help distinguish a product at shelf point – it also represents an opportunity for brands to communicate their commitments, values, and vision.

Inspired by these findings, in May we hosted our seventh “Future Made Clear” live Q&A session, which saw Michelle Gibbons from the European Brands Association, Elie Papiernik from design agency Centdegrés, and spirits EUROPE's Ulrich Adam join FEVE's Adeline Farrelly to discuss the role of packaging in the 21st century as a brand communication vehicle, and how it enhances consumer experience.

Missed the live session? You can catch up with the recording on [YouTube](#), read our [summary](#) of the event on the Glass Hallmark website, or download a summary of our research with the University of Parma [here](#).

[Download the Research here](#)



Close the Glass Loop: glass hits new record collection rate of 80%

Glass recycling in Europe has reached a major milestone! According to the latest value chain data released by [Close the Glass Loop](#), the EU27 + the UK average collection for recycling rate for glass packaging hit a new record rate of 80% in 2020. Up from 78% in 2019, this number demonstrates the steady progress the entire glass value chain is making towards our goal of a 90% collection rate by 2030.

As Adeline Farrelly (FEVE Secretary General) [explained](#), this progress is a testament to the strength of the entire glass value chain:

“2020 has been a peculiar year. With the COVID pandemic, we have witnessed changing consumption and collection patterns with the glass waste stream shifting from the hospitality sector – a major consumption channel for glass – to households. The latest collection rate demonstrates the strong resilience of the glass packaging value chain despite this challenging context”

The announcement came at Close the Glass Loop’s annual event, which took place on 30th June. The session took participants on a global journey, featuring success stories from around the world, a country-by-country virtual exhibition, and a keynote speech from the Co-Chair of the United Nations Environment Programme’s International Resource Panel, Janez Potočnik. Participants came together to celebrate Close the Glass Loop’s second anniversary since its launch, the [International Year of Glass](#), and, more broadly, the glass value chain’s collective effort to recycle more and better. Relive the celebrations [here](#).

EU container glass industry records highest ever growth in production

Container glass production is trending one way: up! New [2021 container glass production data](#) shows robust growth, signalling a recovery from a decline the year before. In 2021, container glass manufacturers produced more than 4 million tonnes – that’s 83.3 billion bottles and jars – for European and global markets. Production growth was especially strong in the food and beverage sector, where the volume of glass packaging produced rose by 5.0% compared to 2020.

The industry’s production growth comes at a time of significant challenges, including uncertainties around supply of energy and raw materials, increasing production costs and market dynamics. We’re proud to see container glass manufacturers rise to these challenges and continue to provide critical packaging that’s relied on for its performance, sustainability credentials and consumer appeal.

Growing demand for glass packaging is nothing new. Since 2012, container glass production has grown by 18.6%, at an average growth rate of 1.7% per year.

Here’s to more growth in the coming years – for a glass packaging that’s fit for the future!



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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