



The GOB

WELCOME TO
THE FIRST EDITION



FEVE is proud to announce its new publication *The GOB*

The Gob is a journal focusing on glass container issues for a broader audience. We are trying to keep you up-to-date about the latest issues and news of the container glass industry and try to shed some lights on the most pressing issues of the industry.

We named our new magazine *The GOB*. But what is it? There are, currently, two primary methods of making a glass container — the blow and blow method and the press and blow method. In all cases a stream of molten glass, at its plastic temperature (1050°C-1200°C), is cut with a shearing blade to form a cylinder of glass, called a 'gob'.

For the first edition of *The GOB* we wanted to highlight the 2009 Customer Survey on Packaging materials.



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The Gob is edited in cooperation with the FEVE Legal and Public Affairs Committee
and designed by the FEVE News - Editor: Alexander Mohr
Avenue Louise 89, Box 4 – B-1050 Brussels – Tel. 32-2/536 00 80 – Fax 32-2/539 37 52
E-mail: secretariat@feve.org – Website: www.feve.org

Three quarters of households find glass the best packaging choice !

According to a survey of 6,200 European households released in April 2009 three quarters of European consumers say glass is their preferred packaging material for food and beverages.

The large scale survey carried out across 12 European countries by FEVE – is believed to be one of the most comprehensive ever conducted within the packaging industry.

The green choice

Half of those surveyed believed that glass has a more positive impact on the environment than other packaging materials such as plastics, metal cans and carton. They ranked glass as the most environmentally-friendly packaging product, backed up by the fact that it is 100 per cent fully-recyclable and re-usable.

Nine out of ten Europeans know that glass can be endlessly recycled without loss of quality or performance: 82 per cent of the consumers say they are active and convinced recyclers. Germany and Austria lead the way as the best performers with more than 90 per cent of households bringing back their bottles and jars to bottle banks.

“Healthier, tastier, classier”

The survey shows that most consumers are concerned about the risk that certain pac-

“Europeans find glass the most recyclable and environmentally-friendly packaging material and they prefer glass because it preserves taste and protects against contamination,”

Dominique Tombeur,
President of FEVE.

kaging materials may have on the food and drinks they buy.

69 per cent of buyers are convinced that glass packaging is the best at preserving the original taste and nutritional value of their food and beverages. And 48 per cent say glass is the safest packaging material for health reasons.

“This is an important affirmation that consumers see glass as the packaging which, more than others, adds value to a product.”

Consumers also associate prestige with food and drinks packaged in glass. Eighty-six per cent of them feel that glass packaging enhances the experience of a ‘special occasion’ and because they attribute a higher added value to products contained in glass. These consumers would recommend glass to others as the best packaging material.

While these are the key elements driving consumer preference for glass, more than 85 per cent of European consumers say they would never think of celebrating a special occasion without glass as a favourite container.

Give consumers a choice

The survey shows that customers are increasingly putting health and environmental needs over convenience: 45 per cent of European consumers said that, if given the choice at their local grocery shop, they would prefer glass containers for their water and fruit juices, for example.

Dominique Tombeur observes: *"Consumers like, appreciate and choose glass when they can. Our new campaign "Glass is the Clear Choice" is aiming to encourage brand-owners and retailers to offer a greater choice of products packed in glass to further satisfy consumer needs."*

In response to the survey's findings, the container glass industry introduces the Friends of Glass movement – an active social network that unites people who believe that glass is the clear choice for themselves, their families and for the environment. An animated online platform supports the movement covering health and well being, recycling and environmental issues, glass art and design and a time travelogue of 5000 years of glass history. Activities and information actions are planned throughout 2009 leading up to the first ever Choose Glass Week in the autumn.



Join us at
www.friendsofglass.com
September 21 -27 2009
Brussels, Belgium



COUNTRIES COVERED BY THE SURVEY

What?

Quantitative survey conducted by InSites (an independent research company), by means of an on-line survey. The objective was to gain insight into consumers' knowledge, attitude and behaviour towards glass containers as a packaging material, in relation to other packaging materials. Packaging materials compared were glass, plastics, beverage carton, metal beverage cans, and metal & tin conserves.

Who?

The survey was conducted with 6,200 consumers spread over 12 European countries (more than 500 respondents per country): Austria, Czech Republic, France, Germany, Greece, Italy, Netherlands, Poland, Portugal, Spain, Turkey, UK. Correspondent's age varied from 18 to 54 years old.

When?

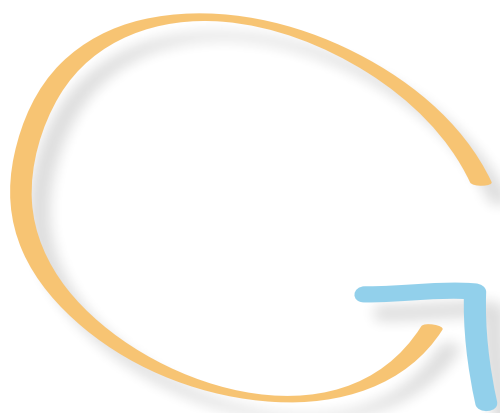
Data-collection took place between September 4-14, 2008.



FEVE invites you to its annual event Open Day

Sustainability: 'Life Cycle Assessment – the use and misuse of LCAs'

The event consists of short presentations by well known speakers, followed by an open debate with participants attending our event: decision-makers - the CEOs of the large and small container glass groups in Europe, supply chain stakeholders, and important decision makers from the European Institutions and EU environmental actors.



The FEVE Open Day

29 September 2009, 2 p.m. – 5 p.m.
at the Stanhope Hotel, Brussels

*The FEVE Open Day is organized in partnership
with the Parliament Magazine*



FEVE
The European Container
Glass Federation

FEVE – Fédération Européenne du Verre d'Emballage

- is the Federation of European manufacturers of glass packaging containers and machine-made glass tableware. The member companies manufacture glass bottles, jars and/or tableware items such as drinking glasses in the European Union, Switzerland and Turkey. Europe is the largest producer of glass containers world-wide.

For more information please visit www.feve.org

