

June 2017

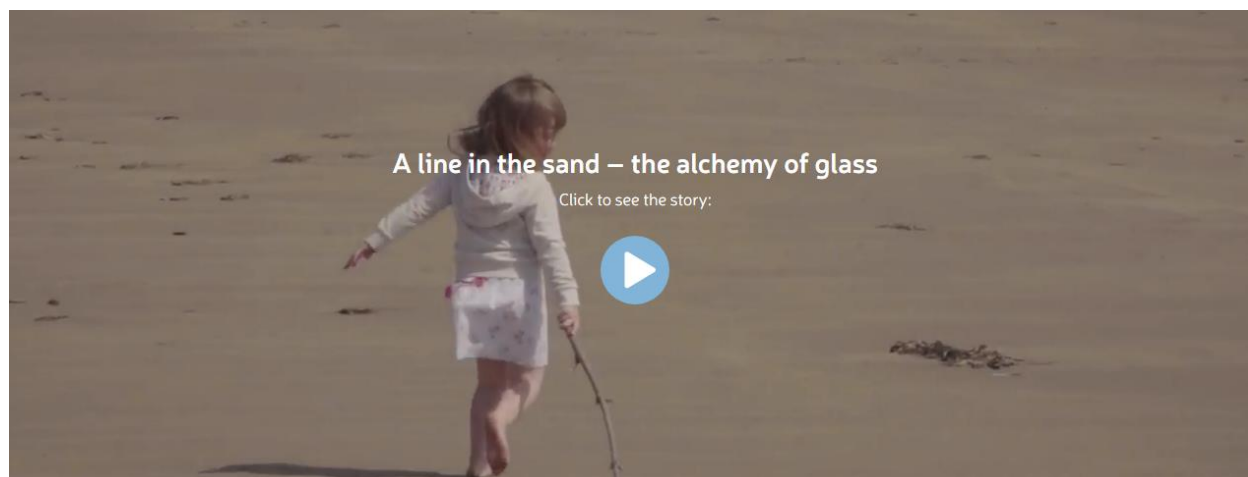


**FEVE Newsletter Special 40th Anniversary Edition**



## The European Container Glass Federation - Our first 40 years

This year, FEVE – the European Container Glass Federation celebrates its [40th anniversary](#). We can look proudly on our past [achievements](#) to build the future of our industry with confidence. [Facts](#) prove that the container glass industry is an authentic example of a Circular Economy. During these last 40 years, the industry has been able to decouple its economic growth from the environmental impact evolving into a modern and innovative industry which provides the market with an environmentally-sound packaging solution, loved by consumers.



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## New executive team to shape the future of container glass industry



At the June 14th Annual General Assembly (AGM), **Johan Gorter, Chief Executive Officer of Ardagh Glass Europe, commented on his new role as FEVE President**: "... I believe that collectively, we can continue to drive innovation and sustainable growth in the glass packaging sector. To ensure that we retain our leadership position I will support our industry in its efforts to drive technology advancement, energy efficiency and circular economy policies which are critical for Europe's future".

**Jean-Pierre Floris, Chairman and CEO of Verallia Group, who was elected Vice-President commented**: "... The executive team remains as committed as ever to growing the competitiveness of the container glass industry and delivering sustainable packaging solutions to our customers".

You can find out more about the new executive team appointments [here](#).

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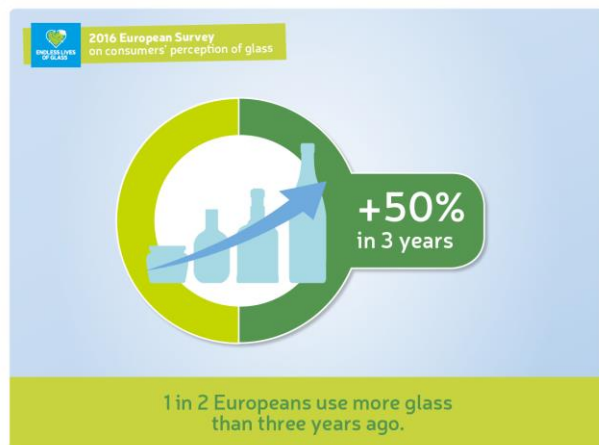
## Internal market for packaged goods under threat



FEVE has joined 65 other organisations in a call to safeguard the Internal Market's legal base for the proposal amending the Packaging & Packaging Waste Directive (PPWD). Before the PPWD was first enacted in 1994, differences in national rules on the management of packaging and packaging waste created barriers to the free movement of goods, resulting in divergent levels of environmental requirements, an uneven playing field for businesses and a serious impediment to the Internal Market for goods. With the ambitious objectives of the Circular Economy Package, now is not the time to go back on the fundamental principles that have made a success of the European single market and have contributed to achieving more resource-efficiency in the supply chain for packaged goods. See the joint statement [here](#).

See the [full position paper](#)

## Glass - a sustainable lifestyle choice



A recent large scale and independent survey commissioned by Friends of Glass shows that growing concerns for the environment, combined with consumer preference for healthy living, is driving increased trust in glass as the ultimate packaging choice for food and beverages. The unique assets of glass in terms of recyclability are increasingly acknowledged by consumers who also choose glass because it is the most inert packaging material. On behalf of Friends of Glass, Adeline Farrelly – FEVE Secretary General comments: *“It is encouraging to see that European consumers are increasingly conscious of the sustainable benefits of glass packaging. Whilst these results are reassuring, as an industry, we cannot be complacent, and we remain committed to informing consumers about the unique properties of glass”*. No matter how many times it is recycled, the permanent nature of glass means that its quality never diminishes. Glass remains glass: it does not interact with contained products and it does not let any chemical substances migrate into food even when it is produced with glass that is infinitely recycled in a closed loop. *“This is an extremely important asset for an EU Economy that must be circular, but also safe for people”*, added Adeline Farrelly.



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### 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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