



## Michel Giannuzzi Elected as New FEVE President

At its Annual General Assembly in June, FEVE elected its executive team for the 2019-2021 term of office. **Michel Giannuzzi, Chairman and Chief Executive Officer of the Verallia Group** – one of Europe’s leading glass packaging manufacturers for the food and beverage sector, has been elected as President of the association, succeeding Johan Gorter, CEO of Ardagh Glass Europe. Commenting on his new role, Mr Giannuzzi said: “Our industry has a unique opportunity right now: as packaging is under scrutiny by consumers for its sustainability and healthy credentials. The glass industry is perfectly positioned to respond to customer and regulatory requirements leveraging the benefits of the Circular Economy”. In addition **Vitaliano Torno, President of O-I Europe, has been elected Vice-President of FEVE.** Torno commented: “Our customers thrive on glass as the most sustainable packaging solution. Led by the knowledge and ambition of our industry’s employees, we are innovating to help our customers build their precious and renowned brands and become valued partners as well as sustainable producers. I am determined to move the glass industry forward and promote the benefits of glass.” [See the press statement.](#)



## Friends of Glass Partners with Dolphins to Thank Choosing Glass Shoppers

How do you get consumers to associate an everyday product like glass with sustainability? You reward them for making the ocean-friendly packaging choice. On 8th June, World Oceans Day, Friends of Glass – FEVE’s consumer platform – launched the second phase of our [‘Endless Ocean’ campaign](#). This spring, we built custom pop-up checkouts in selected supermarkets across Europe that triggered a message of thanks whenever a glass-packaged

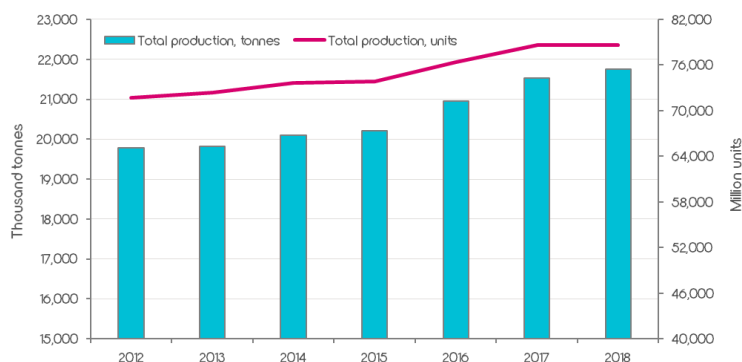
item was scanned. **A series of candid cameras captured the reactions of unsuspecting shoppers, as they found themselves face-to-face with a pod of dolphins who thanked them for choosing products packaged in glass.**



The result? One month in, the viral videos showcasing the shoppers' reactions have reached over 11 million social media users and racked up 4.1 million views (and counting!) – proving that when it comes to making the ocean-friendly choice, glass packaging continues to resonate with consumers. As a packaging material, glass is endlessly recyclable. With recycling rates reaching 74% at European level and the industry leading in the implementation of the Circular Economy, glass offers a positive answer to the ongoing issue of excess marine litter. Launched in 2008, Friends of Glass reaches millions of people and unites a community of over 220,000 glass lovers, in Europe and beyond. Join the growing community of glass advocates on Facebook and Twitter, and add your voice to the Friends of Glass community today at [www.friendsofglass.com](http://www.friendsofglass.com).

## Glass Packaging European Production Continues to Steadily Grow

Primary industry data gathered through FEVE show European glass container production continued to grow in 2018 confirming positive trends of the previous years, although at slower pace which is line with prevailing sluggish macroeconomic trends. Container glass production among FEVE members grew 217 thousand tonnes from 2017 levels, or 1% while unit production remained virtually unchanged. Overall production now stands at 21,755 thousand tonnes and 78,662 million units, respectively 10% and 9.8% increases relative to 2012 levels respectively. Glass is more than ever the leading packaging material for spirits, wines and beer, while it is increasingly gaining share in the food, water and dairy sectors. It the second leading packaging material in Europe in terms of volume. See data published on the [FEVE website](http://www.feve.org).



## What Do Glass Recycling and Ancient Roman Poetry have in common?

A research carried out by Peter COSYNS – researcher at the Department of History, Archaeology, Art Sciences and Philosophy of the ULB (Université Libre de Bruxelles) - answers to this very curious question and to many others like: *"What was the benefit of recycling glass in ancient times?"* or *"What must have triggered people to recycle glass, assuming they were neither conscious of, nor concerned about the impact of environmental pollution created by pre-industrialized production activities and their substantial waste dumping?"*. Questions that are astonishingly topical today. The research highlights also how the glass container circular economy is an inherent component of the Cultural Heritage of Europe. See the [full research](#) and watch our video "[A line in the sand - the Alchemy of Glass](#)"



The GOB is published by the European Container Glass Federation - [www.feve.org](http://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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