

Press Release

Focus on sustainability: Vetropack at SIMEI 2022

Bülach / Trezzano sul Naviglio 12 September 2022 – From 15 to 18 November 2022, [Vetropack Group](#), one of Europe's leading manufacturers of glass packaging, will be demonstrating at the SIMEI, the International Enological and Bottling Equipment Exhibition in Fiera Milano, how it intends to set standards in sustainability in the future. In Hall 2 at Stand F11-G12, Vetropack will be providing an insight into production processes at the new Italian site in Boffalora sopra Ticino. The site is set to combine the greatest possible output and resource efficiency on 347,000 square metres, with an increase in production capacity of around 70 percent compared to the previous site. In addition, the glass manufacturer has a real innovation in store: echovai – the world's first returnable bottle made of tempered lightweight glass.

This year, Milan's SIMEI, the world's leading trade fair for wine and beverage technology, is all about sustainability. "A topic that is also a key element of our corporate strategy," says Sergio Antoci, Managing Director at Vetropack in Italy. "We want to become even more resource-efficient and environmentally friendly in our production of glass, which already is a sustainable raw material. We have set ourselves ambitious goals – and our new production facility brings us a good deal closer to achieving them."

A milestone for the future: new production site in Boffalora sopra Ticino

The new plant is located very close to the Milan trade fair: a state-of-the-art production facility is currently being built in Boffalora sopra Ticino, which will be one of the glass manufacturer's largest production sites. The investment volume in the new site amounts to over CHF 400 million. Compared to the previous location, the manufacturer expects an increase in production capacity of around 70 percent. In addition, thanks to modern equipment and smart technology, Vetropack Italia will be able to increase its production flexibility by being able to make machine changes more easily.

A series of additional measures is set to reduce potential environmental impact: the demolition material from a former paper mill at the same location is already being used in the construction of the new facility. When production begins in Boffalora in mid-2023, most of the electricity required will come from the plant's own photovoltaic systems. Both water used for production and exhaust heat from the blast furnaces will be consistently reused thanks to recycling systems, and emissions will be greatly reduced with the help of the latest filter systems.

Bottles made from Vetropack Improved Performance Glass – and an initiative for the environment

The latest new development, echovai, also focuses on the topic of sustainability: Vetropack Improved Performance Glass, which was developed in the company's own innovation centre, is the focus at the trade fair in Milan. It is a particularly stable and material-saving form of lightweight returnable glass bottles. A 30-percent weight reduction means less use of raw materials and energy, thus leading to a reduction in CO2 emissions per unit produced. Proportionally, emissions during transport will also be reduced.

With the new lightweight glass bottles, Vetropack is meeting the growing demand for more sustainable packaging alternatives in Europe. As part of an initiative by the European Container Glass Federation (FEVE), Vetropack Group is also committed to communicating and promoting the environmental and health benefits of glass packaging: "Glass is a fantastic material from an environmental perspective. It is made from natural raw materials, can be recycled an infinite number of times and protects food from harmful influences," emphasises Sergio Antoci. "So, a conscious decision for glass is also a decision for a sustainable future."



Picture 1:
Innovation at SIMEI: echovai is the world's first returnable bottle made of tempered lightweight glass.



Picture 2:
More sustainable, more efficient, more powerful: Vetropack is building a state-of-the-art plant in Boffalora sopra Ticino near Milan, where smart technology will support employees in production and logistics.



Picture 3:
Sergio Antoci, Managing Director at
Vetropack in Italy



Picture 4:
Commitment to sustainability: The new seal of the European Container Glass Federation (FEVE) – shown in the picture to the left of the barcode – symbolises the environmental and health benefits of glass packaging.

About Vetropack Group

At Vetropack, we enable people to enjoy food and beverages as safely as possible by providing solutions that combine optimum elegance with maximum responsibility. We view glass as the most sustainable packaging solution – and the perfect material to ensure that food is packaged safely. Our holistic Service plus+ approach helps our customers to optimise their value chains and guarantee consumers' safety. Close, long-lasting relationships are the hallmarks of our collaboration with partners. Guided by our understanding of environmental responsibility and cost efficiency, we aim to minimise our carbon footprint throughout the supply chain, and we are committed to recycling as the key to optimising product life-cycles.

Vetropack Group is one of Europe's leading manufacturers of glass packaging for the food and beverage industry with around 4,000 employees and net revenues of CHF 816.5 million in 2021. Vetropack has state-of-the-art production facilities as well as sales and distribution offices in Switzerland, Austria, the Czech Republic, Croatia, Slovakia, Ukraine, Italy, the Republic of Moldova and Romania.

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