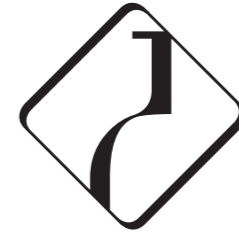


Sustainability

finding the balance



VETRUSPECIALI



VETRI SPECIALI

THE WORLD IN A BOTTLE



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An aerial photograph of a dense, lush green forest. A large, dark green glass bottle is lying horizontally across the center of the image, its neck pointing towards the left. The bottle is empty and has a slightly textured surface. The forest below is a vibrant green, with many individual trees visible from above.

**Glass and
sustainability:**
an introduction



«Our ancestors have always worked in a sustainable way».

Since the dawn of time, humans have built their future thinking about and planning together with nature. But when the industrial revolution came along, something changed. What humankind was doing to improve its own wellbeing altered the **balance** that had been preserved for centuries – with unsustainable consequences.

In the early 1980s, the term “**sustainability**” began being used in some circles, those mostly directly affected, bringing to light how a series of investments and actions had been undertaken without sufficient consideration of their repercussions on the environment.

Vetri Speciali has always seen this need for change as part of the **way it does business**, looking to the longer term. How? By constructing a business culture focused on producing a good, in our case glass, in a way that has minimal impact on future generations.

Our aim here is to share our philosophy with you. We've moulded it over time, in order to interact ethically with the world in which we operate, while also preserving all the elements that are **unique to what we do**.





Infinity recycling

In the glass industry, when a product fails quality controls it is considered waste. It becomes, to all intents and purposes, a raw material again, which can be reintroduced into the production cycle and given a new form in new colours, over and over again.

The same process applies to glass that the conscientious consumer recycles after it has been used. This represents one of the key stages in the production process for a glass container, in addition to the design stage and its sale on national and international markets.

Together, these activities form the backbone of Vetri Speciali's work. Central to maintaining balance, the three dimensions of **sustainability – economic, environmental and social** – all need to be managed harmoniously.



Economic sustainability



*Our goal to continuously reduce the business's environmental impact needs to have a positive effect both in terms of the **ecosystem** and the market. Glass can only be produced to a high quality, and in compliance with the increasingly stringent efficiency standards, through ongoing training and in-depth analysis, focused on researching and developing new high-performance technologies.*

One unique feature of Vetri Speciali, which plays a determining role in its performance, is the flexibility of its four production plants. The equipment and production pattern are interchangeable across the four sites, enabling an effective, calibrated and coordinated response to high market demand for innovative, original products.



**Environmental
sustainability**



*Shared value at Vetri Speciali has ensured we go beyond what is required by the regulations, creating a **corporate culture** that encourages sustainable behaviour and business at all levels.*

Over the course of some 25 years, Vetri Speciali has invested heavily in research and development, finding new, **efficient technologies** that have minimal impact on our ecosystem. Significant improvements have been made during this period, translating into a reduction in our emission levels to **0.362 tonnes of CO₂ emissions per tonne of molten glass.**

Striving to achieve these ambitious goals is what drives the company, both in the here and now, and for the future.

As awareness surrounding environmental issues is increasing on the global market, Vetri Speciali is ready to tackle future challenges such as the United Nations Global Compact, the 2030 Agenda for Sustainable Development and the Carbon Neutrality by 2050 targets.

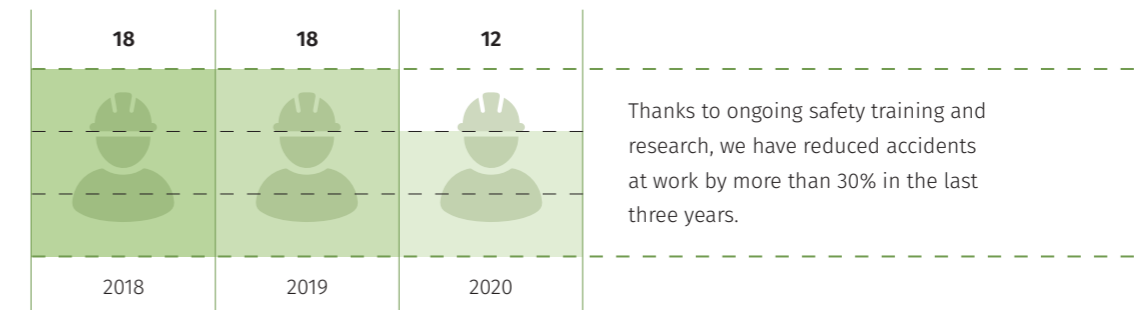


Social sustainability

Working conditions have changed and, over time, Vetri Speciali has become increasingly attentive to looking after individual needs, supporting families and taking care of the wellbeing of its employees. We continue to work with ever-greater intensity towards collective and individual development.

Individual wellbeing is vital to the quality and prosperity of the whole ecosystem – and we are an integral part of that. As we see it at Vetri Speciali, profit generation must be balanced with the social aspects and considering the impact on the local area. We believe in creating a sense of belonging that is nurtured and felt on a daily basis.

*If we can make sustainability part of the way we think about our **quality of life**, this will also have an impact on the legacy we leave for those who come after us, and make for a decidedly better future. What's also clear is that, by taking part in this highly formative cultural action, there's also a level of personal satisfaction in pursuing the goals set.*





Culture:
*generations
hold the secret*

Vetri Speciali firmly believes that improvements are only possible and repeatable through an established corporate culture. This is why, in order to pursue any ambitious entrepreneurial goal, you need a foundation of shared knowledge, that all those who contribute every day to the life of the company buy into.

This knowledge comes from **experience, training** and **intergenerational transfer** that is handled with care and respect. We have a wealth of knowledge that cannot be learned from books, but is instead imprinted in the company's **collective memory**, built through the everyday conversations in the corridors of our four factories, among the people who work here. We preserve and pass on this knowledge, aware of the responsibility that goes with it and proud of what it represents.

The knowledge gained through continuing training is one of the pillars of our vision of sustainability: supporting this virtuous circle is the basis for evolution.

On site:
*technology for
evolution*





*Moulding glass used to require a lot of sacrifices and a small dose of technology, whereas now it can be done with a lot of technology and a healthy dose of **creativity**.*

*Raising the bar on site at the technical level – not only as regards making energy savings, but also using technology – goes hand in hand with the social, economic and environmental aspects, and as a result affects the **quality of everybody's work**, with the aim being to have less and less impact on the ecosystem.*

Vetri Speciali has in fact completely renovated its production facilities in recent years, adapting to the best technologies available on the market.

The background of the slide is an abstract, flowing pattern of blue and white. It consists of several thick, wavy lines that overlap and curve across the frame, creating a sense of movement and depth. The colors range from a deep, dark blue to a bright, almost white light at the top, where the waves appear to be breaking or reflecting light.

Designing beauty

Creating new products has a significant impact on a company's ability to be efficient.

The process involved in designing a new container gives each of our customers the chance to define **their own idea of beauty**. Satisfying a need for beauty is a deep-seated human need – a tireless quest for fulfilment that is not only aesthetic but also functional. Thanks to the processes put in place by Vetri Speciali, we can achieve this goal without increasing our impact on the environment but instead offering added value that improves the sustainability of our planet. A well-designed container also means more efficient functional performance. In other words, the better we design, the more sustainable we are.

By making it possible to create new forms with excellent mechanical properties, the same container can be used for many different purposes. Research and development into form, thickness, mechanical properties, and even how to lighten glass, open up the path to new uses, and expansion into as yet unknown markets.





Wild Glass

*Wild Glass is more than just a colour;
it's an original recipe and finish designed to
maximise the reuse of recycled and reclaimed
raw materials, cutting back on natural resource
use and curtailing the emission factors associated
with melting glass – first and foremost, CO₂.*



The finishes that can be obtained vary according to the cullet used, ranging from green glass, with shades of oak, to clear glass with whitish tones.

The production process for making **Wild Glass** uses as much **recycled glass** as the technological glass-melting process will allow. This means accepting some minor aesthetic imperfections, but which in no way compromise the product's purpose or safety for customers.

On the one hand, we wanted to **go beyond the concept of aesthetic perfection** – which is normally what we aspire to with our products – to create a unique design and one-off products, with an eye to nature and the environment. On the other, to achieve this, we had to pool all our knowledge of the production process itself, thinking up new methods and technological innovations, drawing on our experience producing “special” containers. The end result is spontaneous, and environmentally friendly: a physical manifestation of our intangible values.

A night landscape featuring a starry sky with the Milky Way galaxy visible. In the foreground, a mountain range is reflected in a body of water. The scene is illuminated by a soft orange glow on the horizon, suggesting a sunset or sunrise. The overall mood is serene and majestic.

Vetri Speciali and the future

*The most effective way to be
sustainable is undoubtedly
to create products that last.*

It's likely that, in the future, production processes will be shaken up by artificial intelligence or become entirely automated – perhaps glass will even be 3D printed. While we cannot predict the **future** with any certainty, we can be certain that Vetri Speciali will continue to pursue its goals, focusing on people and their aspirations, beauty and balance – in everything we do.

For companies that want to stand out in an often monotone market, Vetri Speciali's containers represent a key ally. How? There's a great deal of research that goes into their design and manufacture. Research that is constantly updated, unfazed by passing trends and instead the bearer of innovative concepts, processes and projects that stand the test of time. Knowledge is passed on through the generations, thanks to a great sense of solidarity that has always been, and will always be, the vehicle for Vetri Speciali's know-how.

Every day we work to bring the past and the future into the present, to make today count tomorrow. When these two worlds work together, the transfer of knowledge that takes place is what makes it possible to become global.



In this transitional phase, it is vital that we share our company's story and passion in order to leave a better world to those who come after us. In the near future, Vetri Speciali sees itself as part of a global context confronted with the demand for quality pitted against the limits imposed by the market and the ecosystem in which we live. Finding the balance within these pillars is what will decide how sustainable the company really is and its impact on the world. Culture, effective management and the future generations are what's needed to overcome this challenge.

Real change does not happen overnight, but instead comes with many small, constant and coordinated actions that allow a business to evolve. We have come a long way on our journey, which started with a high-quality, sustainable product, compatible with the demands of the market – and we will strive to continue in this direction.



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The logo for VETRI SPECIALI features a stylized white diamond shape containing a white outline of a glass pane with a curved edge, set against a yellow background.

VETRI SPECIALI

