

CONFERENCES

EMHART GLASS

HOSTS GLOBAL THE FUTURE OF GLASS

Think of glassmakers together, presenting, discussing and solving problems
you get an idea of what took place in May this year during a conference



CONFERENCE ON PACKAGING

related to the present and future of glass packaging, and for the glass industry hosted by Emhart Glass, in Switzerland.

From 14-16 May 2013, Emhart Glass, world leader in glassmaking machinery, hosted a major conference for the glass industry. With the name 'Leaders Explore the Future of Glass Packaging', the conference took place at the lakeside town of Lucerne, Switzerland. The concept behind the conference was to consider what lies ahead for the glass-container industry.

More than 100 delegates from over 30 countries worldwide attended. The programme represented a broad spectrum of views on glass and glass packaging, from global trends and business opportunities to health and the environment.

THE CONFERENCE STARTS: FIRST DAY, SPEAKERS AND TOPICS

Conference participants were welcomed to Lucerne, and were invited to dinner on the evening of 14 May. The first day of the conference began on 15 May with an opening and welcome speech from Martin Jetter, Emhart Glass' President. Futurist Matthias Horx was the first speaker, followed by Prof. Dr. Klaus Wellershoff and then Prof. Dr. Klaus Töpfer,

who looked at the key trends in politics, the economy and culture. Philip Mosimann, CEO of Bucher Industries (Emhart Glass' parent), delivered the keynote speech. In the afternoon, delegates heard from Dr. Leonard Sax on plastic packaging and child development, before Karine Dussimon of Euromonitor looked at the challenges of future growth in glass packaging.

THE SECOND DAY: INNOVATION, EMERGING MARKETS

On 16 May, Prof. Dr. Hans-Jörg Bullinger of the Fraunhofer Institut explained how to drive innovation by getting 'more from less', before Dr. Christian Roos of IGPR looked at '21st-century glass and how to get there'. Ferdinand Tumpalan of the San Miguel Yamamura Packaging Corporation examined the future of glass in emerging markets, and then Anthony Gardner of O-I,



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and Jérôme Fessard of Verallia argued for the continuing relevance of glass as a packaging material. The conference closed with a 'message in a bottle' from Martin Jetter.

POSITIVE FEEDBACK

Feedback from participants was positive across the board, with comments such as: '...glass is brilliant – we should all fight for it'; 'Emotions are back in glass!'; 'Consumers love the brands we deliver,'; 'Glass is always our favourite... it always fascinates us as the best packaging'; 'there are

things we can do together, let's work on it"; 'glass is like a jewel'.

Overall, the conference was a resounding success, and Emhart Glass extends heartfelt thanks to everyone who took part, whether as organizers or attendees. ■

ABOUT EMHART GLASS

Emhart Glass, a division of Bucher Industries AG, is headquartered in Cham, Switzerland, with offices and manufacturing facilities located throughout the world. The company is a leading supplier of forming machines, inspection machines, controls, and parts to the glass container industry.



SPEAKERS AND TOPICS

Matthias Horx – The World 2050, included a series of highly interesting questions on ... How the next globalization phase will reframe politics, economy and culture, Can/Will the world be a better place, Can the planet feed 10 billion people? and much more.

Klaus W. Wellershoff spoke about the Global Economic Outlook and Trends, listing lessons learned and economic certainties, as well as future trend growth and the probability of recession up to 2019.

The presentation of Leonard Sax spoke about the effect of plastic packaging on the development of young boys and girls, with examples such as dressings, sodas and beverages, which are shown to acquire endocrine-disrupting effects, and thus may be linked to an accelerated onset of puberty in girls, and lower testosterone levels in boys.

...activity to hormones
of estradiol, a female hormone
1 gm in one THOUSAND liters of water
of that 1:1000 solution
n: 1mg estradiol per liter
liter in another THOUSAND liters



Karine Dussimon from Euromonitor International discussed the challenges and future of glass packaging, which included a global retail packaging overview. The overview indicated that Asia Pacific is the number one glass consumer, and that spirits continue to have a strong position,

while beer is the pillar but wine and spirits are more dynamic.

Innovation: sources of new growth – more from less, was the title of the presentation from Fraunhofer-Gesellschaft, with challenges to face in the 21st century, up to 2050, and what our future will bring us and the next generations.

Christian Roos from IPGR (International Partners in Glass Research), spoke about 21st century glass ... and how to get there, listing improvement and innovation, glass melting efficiency, surfaces with regards to glass strength and forming, asking if we can increase glass strength, and how we can utilize it. The last focus was on us – and was sub-titled glass, the environment and society.



Ferdinand Tumpalan of the San Miguel Yamamura Packaging Corporation gave some insights into the South East Asian market comparing it to Europe and South America, also providing the production volume of emerging SEA countries, as well as the recovery system of glass,

showing that population growth and demography favour glass.

Anthony Gardner from O-I shared with us how glass is fighting back against PET with his presentation 'Back and better than ever: leading glass' resurgence'. The industry and its leaders were challenged to 'innovate at all levels' and 'use what we know about things like taste and sustainability to defend against alternative packaging.'

Speaking about Glass: a sustainable packaging solution, Jérôme Fessard from Verallia showed how glass is a true partner of food safety, with the first glass plant obtaining ISO 22,000 certification in 2006, and being recyclable 100%, endlessly and without impairing quality.



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