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# e verallia

Year 2011, Number 37, December



## Verallia is betting on the vowel "e".

Change and continuity are the two key concepts that Verallia Italia will carry forward from today with a new energy. Two concepts that involve and complete both the new appointments at management level and the firm's future choices.

In Italian the vowel "o" separates things. The vowel "a" takes their distance. But "e" brings them together. Verallia Italia makes full use of the meaning of this vowel, putting together the two key concepts of continuity and change, making them interact with each other to develop ever greater Strength and Proximity. The best sign of the desire to bring continuity and change together profitably is expressed in the two new appointments made at Verallia Italia in recent months. The company is now led by Giuseppe Pastorino, the new Managing Director, and Roberto Pedrazzi, the new Sales and Marketing Manager. So it's time for change, but with two men who have always been with the company and who share the same values and models. For change in the sign of the most absolute continuity. And at Verallia continuity means carrying forward values that cannot be questioned. Starting from a responsible and sustainable development logic, the primary objective for a company that has always cared for the environment in which it operates. Another central element is the respect for health and safety at work, for which the commitment of Verallia Italia is

continuous at the level of both information and training. Over all this there is the determination to be always alongside customers in a reliable, clear and effective way. But now there is something new in the air to give strength to these values. From today innovation, which has always been present at Verallia, changes gear because it will no longer, or rather not only, be linked to product innovation, but a radical innovation will arrive, involving the way of thinking and the culture of the whole company. This innovation will be able to explore new paths inspired by a vision that knows how to change the rules of the game and to anticipate solutions that can open up new markets to its customers, becoming a factor that distinguishes the company from its competitors. Continuity in the company will be expressed as always by focussing attention on all the employees, on the importance given to each one's work, on relationships that are strengthened over time, on the mechanisms whose success has been shown by experience, while change will aim at seeking greater dynamism, encouraging the culture of mobility, making space for the younger generations and looking out for talented collaborators. All this to ensure that a dense network of

relationships is developed in which, within the shared objectives, there is room for different ways of thinking. Because it is in difference that real innovation lies, radical innovation, which changes the meaning of the products and is "one of the major sources of long-term competitive advantage". \* At Verallia Italia continuity and change will also be expressed together though the Innovation Team which will continue to give shape to ideas, transforming them into products, but doing it with a greater driving force. Within a network of relationships that will involve the whole company, the Team will have to work on solutions that will enable customers to perceive that Verallia Italia makes the difference and is able to give greater value to their image and their products every day. Ladies and Gentlemen, all change here to continue your journey. Verallia Italia is ready as always.

\*Roberto Verganti, Design-Driven Innovation, Rizzoli Etas, 2011, p. 3

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## ALL-CONTINUOUS INNOVATION.

### Double interview with the new Managing Director of Verallia Italia Roberto Pedrazzi, to talk about the road they have to travel



#### What experience have you had with the company up till now?

**Giuseppe Pastorino** - "I've been working at Verallia Italia since 1989, always in the administrative sector, apart from a brief experience with Isover. For 10 years I've been administrative and financial manager, a role that has gradually been extended thanks to an attentive eye on management themes. In recent years I have also dealt with growth and development projects including, among others, the acquisition of the Alver glass works in Algeria and the creation of the VETRECO joint venture which will operate in the glass recycling sector. I have always been interested in management themes and this allows me to fill my new role

today because the history of Verallia Italia is my own history, I share the same values and see innovation and continuity as the key words that outline the path to be followed."

**Roberto Pedrazzi** - "After getting to know the situation at Verallia Italia, I had important international experience in which I was able to study the similarities and differences between the various companies in the Group and I worked on the extension of the network and on synergic development. My outlook is one of continuous comparison and a close collaboration between Verallia Italia and the other international members of the Group, using a wide network of contacts. The declared objective is to extend our international relationships."

#### What is your attitude to continuity and change, the company's key words?

**Giuseppe Pastorino** - "The simultaneous appointment of two people who began their career in the company is a strong signal because we both bring with us the culture and the model of Verallia Italia

and this confirms their quality and the validity of the team that carries them on. That's why I want to stress that I see these appointments as a recognition of the team, rather than a personal one. The goal to be achieved will be to maintain the solidity of the Verallia model, which is not questioned in any way, relating it to the new challenges that await us and that require a strong innovative impetus. In these years Verallia Italia has always been able to react well and speedily to the market, effectively supporting customers in their innovative moves in terms of product, communication and distribution channels, but today it is necessary to take a step forward expressing values of change that will allow the firm, in the eyes of its customers, to stand out distinctly from the rest of the market. Now the time has come to do this, to search for innovation that is above all a cultural aspect. To achieve this there must be a common effort involving the whole company, releasing potential energies and deeply transforming the way of

thinking, because the innovation needed today is not just a façade but something more substantial. What is needed is a radical innovation, maintaining the market as a point of reference and Verallia values as a solid base for our development. In a strong and cohesive team such as Verallia's, a different way of thinking is needed now which will really help to change things. And the figure of the engineer Pedrazzi will have a central role due to the driving strength of his character and his international experience."

**Roberto Pedrazzi** - "It is indispensable to let fresh air into the company so as to enable all of us to breathe better and clear our ideas, and it is important to do this continuously. We have to get away from the logic of product innovation and arrive at the culture of innovation in the most profound and radical sense, combining service, ideas and thought, and our simultaneous appointments are a positive fact that offers great possibilities for success in achieving our aims."





## Giuseppe Pastorino and the new Sales and Marketing Manager together and how they will do it.

### What strategies have you chosen to follow?

**Giuseppe Pastorino** - "Verallia Italia needs to implement strong mobility, to open up to new generations and create occasions for ever closer relationships with customers thanks to a shared dynamism that imposes a new rhythm and ensures that this culture of innovation becomes central for everyone. Our product is aimed at the BTB sector, but it is undeniable that its good reception by the consumer is an important factor for our customers' success. So we are required to move on two tracks, the trade track and the consumer track. It is a captivating challenge that we have always carried forward and now more than ever we feel it is the keystone for growing in quality and competitiveness."

**Roberto Pedrazzi** - "In our industrial plans it is of vital importance to increase competitiveness and closeness to our customers. That is why it is above all fundamental to consider the Verallia values because they give us the strength to cope better with changes, experiencing them as

opportunities for improvement rather than as threats for our future. But the Verallia Italia team must learn



to express itself more and more freely, both towards the head office and within the local organisation. It must also increase the level of intimacy with the customers, understood as being strongly in tune with their problems, because the customers are our resource and we must do everything in our power to get to know them better. Because the better we know them, the more we are able to propose the changes that will be substantial for their growth. Which in turn is our growth. For all this the Innovation Team must become the driving force more and more each day, proposing designs and trends that are always

able to interface with the customers' marketing to anticipate solutions that will enhance their image and support them on the market, starting from the international market where the strength of the "Made in Italy" label is more alive than ever. So there is the need to explore new roads continuously, to make the network grow, to make radical innovations that will change the meaning of products, opening them up to new ways of use that no one has thought of before. To innovate by anticipating. It will be my task to set everyone's ideas and energies into motion, because the real innovation springs from a common commitment and involvement."

### What will be the attitude of Verallia Italia to sustainable development?

**Giuseppe Pastorino** - "There will be the same determination to continue in our commitment to the environment thanks to a logic of sustainable development that contemplates sound-deadening systems, closed circuits for cooling

glass, modern fumes treatment systems, safety at work and a direct commitment to recycling glass. In this field Verallia Italia has already achieved very important results, making more than 63% of its products with recycled glass and, in some types of production, using more than 90% recycled material."

**Roberto Pedrazzi** - "As a company we focus on eco-sustainability, responsibly respecting the rules and applying short supply chain transports, thus contributing to a systematic reduction of CO2. Our commitment is indisputable, as is the naturalness of glass, a material that is healthy, safe, natural, eco-sustainable and 100% infinitely recyclable, that Verallia Italia is proud to produce."





FROM TODAY, ON THE ROAD CALLED FUTURE THERE IS VERALLIALAB DEGO.



Jérôme Fessard



Giuseppe Pastorino



Roberto Pedrazzi

## The new space dedicated to the design of glass bottles and jars inaugurated at Dego in the presence of Jérôme Fessard, General

**4 november 2011.**

Dego, Italy. Or rather, Verallia Italia. It is an important day for the company which, with the inauguration of VeralliaLab at Dego, opens another lane of its highway to the future. VeralliaLab Dego has all the technology to give shape directly to ideas, to transform into reality a thought that is destined to become a product. All at the customer's service. The inauguration was a success with the participation of numerous customers, authorities,

journalists and a large part of Verallia Italia. The cutting of the tape was preceded by significant contributions on the themes of innovation and glass. Giuseppe Pastorino, Managing Director of Verallia Italia, spoke about the culture of change in the continuity of the company's values and strategy. Roberto Pedrazzi, Sales and Marketing Manager, outlined a market context that is more and more complex and uncertain, indicating innovation, VeralliaLab and the Innovation

Team as a driving force for the development of Verallia Italia. The architect Jacopo Bargellini, of JFB Design Management, spoke about Design management and innovation as key elements for a company's future. Piero Sardo, Chairman of the non-profit organisation Slow Food Foundation for Biodiversity, underlined the importance of glass as a quality factor for the products that it contains, quoting examples linked to the activity of the Slow Food Presidia. Lastly Professor Giorgio

Calabrese, Lecturer in dietetics and human nutrition at the universities Università Cattolica del Sacro Cuore of Piacenza and Università degli Studi of Turin, declared quite peremptorily and with his usual verve that glass means health, safety, flavour, and there is no better material to be used with foods. These interventions were followed by the cutting of the tape by Jérôme Fessard, General Manager of Verallia, and VeralliaLab at Dego, designed by the architects Armellino&Poggio





Jacopo Bargellini



Piero Sardo



Giorgio Calabrese

## characterised by innovation and customer service was Manager of Verallia.

with criteria of environmental sustainability and energy saving, officially became part of Verallia Italia. In a brightly lit white space, company and customers will now work side by side, imagining products that can change the rules of the game on the market. In this place dedicated to ideas there is also room for an artistic dimension with the Lamps Project, realised with "Liceo Artistico Martini - Savona", the "I riprodotti" collection, in which glass bottles and jars are reused ironically to

talk about the infinite reuse of glass, and with an exclusive collection from the Ecovà line of wine bottles, the lightest and most ecological Verallia line, painted by artists who have always been linked to glass and its history. These painters have tackled the theme of the eco-sustainability of glass in an exciting challenge where the wine bottle became the creative vehicle through which each one expressed his poetry, style and technique, creating a world of unique images and emotions.

At the end of the day Jérôme Fessard met journalists in a press conference where they talked about glass, its values, Verallia and the company's future strategies. The General Manager of Verallia also replied to a specific question on the increase in the costs of raw material, saying that he is not worried because in the company "the first raw material we use is scrap glass, and this allows us to keep down the costs". He also stressed the investments in alternative energies, including

biomass, once again highlighting Verallia's vocation for responsible and sustainable development. A development to which VeralliaLab at Dego will contribute from today, assisting its growth with always new projects.





## AT SIMEI THERE IS A BIG GREEN FIELD.

From 22 to 26 November at the Milan Fair in Rho, Verallia is taking part in the grand international event with a brand-new image in which it will express the values it has always favoured, starting from eco-sustainability, with a strong desire to look to the future.

Amongst the sequence of stands at Simeì, Verallia's green field immediately grabs your attention. Made of lots of green bottles, one next to the other, it evokes on one hand the metaphorical idea of a field and on the other the productive soul of the company. This 100% eco-sustainable floor forms the base of stand just as eco-sustainability is at the base of every choice made by Verallia as a company. Standing out against the background is a big tree of bottles, symbolising the qualities of glass, a material that is healthy, natural, safe and

100% infinitely recyclable. This year the presence at Simeì, the world's biggest exhibition of machines and equipment for wine making and for the production, bottling and packaging of beverages, is particularly important for Verallia. The company is here for the first time with its new name and new logo, to which it aims to give the maximum visibility possible on the stand, strengthened with the presentation of the Verallia corporate campaign which will also reach the general public by simultaneous publication in the

major Italian newspapers: Il Sole 24 Ore, Il Corriere della Sera and La Repubblica. The name, logo and campaign express the great values that Verallia has always

supported, first and foremost a responsible and eco-sustainable development that is perfectly expressed in the field of bottles.



## Info Simeì Enovitis



The event is held from 22 to 26 November 2011 in the Milan Fair district in Rho.

Simeì is the ideal international showcase for presenting all the technical innovations, the machines, products and services that are used in the production, bottling and packaging of beverages. It is a companion to Enovitis, which deals in particular with the vine and wine sector, presenting the latest technological proposals for vine growing and olive growing. 35,000 m<sup>2</sup> occupied, 647 companies, 24

countries, more than 50,000 expected visitors, 20% of whom from abroad: these are the figures expected for the 2011 edition. Italian exhibitors have increased with respect to 2009 and it is expected that there will be an additional increase of foreign companies and brands from Austria, Belgium, Bulgaria, Canada, Chile, China, Finland, France, Germany, Greece, Hungary, Portugal, Slovenia, South Africa, Spain, Switzerland, the United Kingdom and the USA. During the past editions there has been a

growing interest among managing directors, general managers, company managers and buyers, whose choices have a significant influence on producers' trends. So there is a new impetus and optimism for this great event which in the 2011 edition is placing more and more emphasis on sustainability policies.



## CHEESE. AN INTELLIGENT LIFE FORM.

The eighth edition of Cheese, the event honouring this king of food organised by the town of Bra and by Slow Food, was held from 16 to 19 September. Verallia took part with a stand that aroused great interest.



Cheese means cheese and everything to do with it. Cheese is a very lively event closely linked with the territory and is held in the streets of Bra, a pretty little town between the Langhe and Roero, blending its rhythms with the local history.

Cheese combines and differentiates in the name of Mozzarella and Pecorino, Stilton and Époisses. It combines because under its name there is room for all the cheeses in the world and it differentiates because it is able to highlight their infinite variety. In Italy in particular,

in the shade of every bell-tower there is an important heritage of cheeses with a diversity that must be safeguarded: behind each one there are histories and traditions carried stubbornly and lovingly forward by heroic little producers who, placed one beside the other, present us with the image of a country that does not surrender. These flavours are open books on the past and you only need to wander through the stands to make a tour of Italy that offers a portrait of our country that is more authentic than many words. On this tour of Italy the winner is anyone who takes part, because it means they are still there and have managed to resist in a world that uses things and casts them aside, preferring a world that produces and respects. But Cheese is not confined to Italy. It is open to the whole world and has reserved a special space for France, this year's guest of honour, and its cheeses which belong to the history of taste in the world, for Scandinavia,

Macedonia, the United States, Great Britain and all the other countries that wanted to take part to compare their products, make themselves known and grow. That is why, at the opening ceremony of the event, before an attentive audience among which could be seen the tricolour sashes of the Mayors of the many little local municipalities, Carlin Petrin spoke of Cheese as an enlightened and enlightening event where each cheese is a world in itself, embodying work, people and territory. The growth of this event has a lot to say about the search for a new bond between consumers, manufacturers and the environment, the birth of a different consciousness which allows us to build a more presentable future for our children. It is to be noted that there were many young participants at Cheese this year, and there was talk of reviving old crafts such as that of the cheese refiner, a profession which in the past had its leading

experts in Bra, and which, if revived, could create new jobs. These are the things we Italians must believe in: our manual ability and the skill of our craftsmen, with a wealth of centuries of experience, combined with continuously active creativity. At Cheese, where respect for the environment is a focal point, Verallia found its more than natural place. As a well-deserving supporter and technical sponsor of the non-profit organisation Slow Food Foundation for Biodiversity, Verallia set up a stand to discuss glass and its qualities, the Milk Project with the bottle created for untreated milk distributors, and the company's commitment to sustainable development. It also distributed nice cotton bags for carrying bottles with the message "it's glass it's healthy". There was great interest from the large public who all sided with glass, its eco-sustainable values and Verallia.





## VINIBUONI D'ITALIA 2012 AND VERALLIA PRESENT A FLOWER FOR ECO-SUSTAINABILITY.

On 5 November at the presentation of the Crowns of the Guide to Italian autochthonous vine species, awards were presented to the companies that have worked most in favour of sustainable development.

ViniBuoni d'Italia, the only Italian guide devoted exclusively to wines obtained from autochthonous vines, presented awards at the Puccini Theatre in Merano to the 278 wines that received the top acknowledgement of the Crown for excellence.

Inspired by Italian wine-making tradition and with the aim of exploiting local roots, territory and typicalness, the ViniBuoni guide supplies consumers and the Italian and foreign market with a selection based on levels of quality and on the price-quality ratio expressed by the autochthonous species. The guide is unique on the Italian scene also because it is based on

an exceptional selection for commitment and clearness, which this year selected 4,500 wines.

In 2012 ViniBuoni d'Italia opens its doors to Istria, in neighbouring Croatia, and has a section dedicated to Italian sparkling wines produced with the classic method, directed by ONAV (National Association of Wine Tasters). The strong themes of this edition are the relationship between wine, food and territory, conscientious drinking, wine and the values of eco-sustainability. Verallia, which is a sponsor of the Guide, awarded the "VinoAmbiente 2012" Ecofriendly prize to the Consorzio Tutela Vini Soave

(Consortium for the Protection of Soave Wines) and to seven companies that have been particularly distinguished for their commitment to sustainable development: Tenuta San Pietro in Piedmont, Conte Collalto in Veneto, Giorgio Colutta-Bandut in Friuli Venezia Giulia, Trebotti in Latium, Moroder in the Marches, Villa Matilde in Campania and Tenuta Sella&Mosca in Sardinia. The prize is a glass flower made from a bottle by the employees in the Verallia works. Could there be any more effective symbol of the eco-sustainability pursued by the rewarded firms and by Verallia itself?



## IN ALGERIA, GLASS FOR FOOD IS VERALLIA.

The strategy of investing in emerging markets has led Verallia to buy the Alver works in Algeria.

Since 26 June 2011 Alver, one of the main Algerian companies for the production and marketing of glass containers, has become part of the Verallia Group. Due to its geographic proximity, Verallia Italia, a consolidated member of the Group, will follow the investment plan that is destined to ensure the growth of Alver, a company located at Oran with 470

employees, two furnaces and six production lines. Now Verallia Italia will focus on increasing its production capacity and improving performance, also implementing a staff training plan.

"This acquisition is part of the growth strategy adopted by Verallia, especially in strongly developing countries, and is our first plant in the south of the Mediterranean area, a

market offering an important potential for bottling food products and beverages," declared Jérôme Fessard, General Manager of Verallia S.A.

It also has interesting potential on the internal front for the strong increase in population, the enormous economic possibilities, the growth prospects and competitive costs of the Algerian market, as well as for

the entire Maghreb and South Africa. This is another piece of good news for Verallia.





## INGREDIENTS, PASSION, PROFESSIONALISM, SOCIAL RESPONSIBILITY: THAT'S OSTERIE D'ITALIA 2012.

The Slow Food Guide was presented in Milan on 24 October and the Verallia High Profile Prize was awarded to three Inns that received special mentions.

Among the various speakers at the presentation of the Guida alle Osterie d'Italia 2012 (Guide to Italian Inns), Lucia Granello, a journalist with La Repubblica, stressed the fact that there is no half-way house: cooking is either good or bad. The difference lies in the quality of the ingredients and in the correctness and clearness of the

choices made day by day. So it is a duty to be close to those who do good work in farming, those who choose good healthy ingredients, those who cook with passion and professionalism, those who propose a cuisine based on continuous innovation and the respect of traditions, those who are committed to attentive and cordial

hospitality. "The profession of Inn-keepers is not just cooking, because they also have a social, economic and political role in the sense that it involves the whole public sphere of an individual. The Osterie d'Italia guide is more than a guide to good eating," stressed the Chairman of Slow Food Italia, Roberto Burdese. The High Profile Prize, presented

this year in a Tricolour version to celebrate 150 years since the Unification of Italy, rewarded the commitment shown in this sense by the inns "La Brinca" at Ne (GE), "Da Cesare" in Rome and "Angiolina" at Pisciotta (SA).



## SCIENCE FOR CHILDREN. AND THAT'S NOT ALL.

"Paths for growth" is the programme that allows children to be protagonists in the world of science. Thanks also to MASTeR, the interactive science museum. And to the convinced collaboration of Verallia.

In Mantua and its province the non-profit organisation "Per il parco" ("For the park") opens the doors of science to school children with learning workshops and science projects. The paths to be developed in class are very varied: botany, mathematics, astronomy, chemistry, zoology, correct waste management. The style is highly interactive and for these future citizens it will be possible to have a hands-on relationship with science and its wonders, with particular attention to the environment. Alongside the lessons proposed in class there will be excursions in the

area to discover the environment and visits to specialised companies who have kindly accepted to welcome the classes to their works. Always attentive to the territory and to the relationship with the younger generations, Verallia will make known the company organisation and the glass cycle, a material that is a friend of the environment because it is healthy, natural, safe and 100% infinitely recyclable. This activity has been associated for some years with the MASTeR (Mantua Environment, Science, Technology and Research), an interactive science museum with a

strong vocation for making science known in a creative way. The MASTeR is at Virgiliana – Frassino (MN) where it always receives school groups and the general public with an approach closely linked to interaction, to doing things so as to understand, trying and experimenting. For 2011/2012 the MASTeR has been inspired by the International Year of Renewable Energies for everyone with exhibitions and activities carried out thanks also to collaboration with bodies and companies such as Verallia which believe that eco-sustainable development is the real way to follow.



### Right for the consumer, specialised for the food industry.

The new bottle is an innovative container, with important technical performance, to satisfy the new consumer habits.

The format is dedicated to new families, for groups of two or three people, but also for single shoppers. Unlike its big sisters that contain 72 cl (enough for more than one meal, but often forgotten in the refrigerator so that the leftovers are generally thrown out), the new bottle is just the right size, its 37 cl are the right amount to avoid wasting any product.

A container made of flint glass, functional but also nice to look at, with a round belly that calls to mind the roundness of the tomato. A shape that distinguishes, that communicates the product, and shows important technical features. Starting with the base, with dimensions and rounded edges designed to avoid breakages even when left standing for a long time, and ensuring excellent stability during in-line conveying. But despite the big belly there is plenty contact space left to absorb impact and leave room for labelling.

The new bottle uses one of the mouth sizes most common among 72 cl containers, so that customers can continue using the same caps they have in stock. This wide mouth also makes it easier for the consumer to empty the bottle.

With its qualities the "passata std 37" (the technical name of this container) has already attracted interest in the world of the food industry and it will soon make its debut on supermarket shelves.



Name: **PASSATA STD 37 T53**

Version: **37 cl**

Colour: **flint BN**

Weight: **210 g**

## CLOSE UP

### A few questions to someone who works closely with honey.

Between Cefalù and Palermo, overlooking the gulf of Termini Imerese, is the Monte San Calogero nature park where the golden eagle and the peregrine falcon soar overhead. On the slopes of this nature paradise, the apiarist Amodeo Carlo keeps his hives that produce the honey for the Presidium of the Sicilian Black Bee.

#### Mr Amodeo, when did your business begin?

I started bee-keeping at the end of the Seventies, but it became my full-time job in 1985. Now I have 1,500 hives which I transport all over Sicily, a territory that is characterised by quite different landscapes even at a short distance from one another. For each territory the bees produce honey that differs in fragrance, aroma and colour, so we are able to produce more than 17 varieties of single-flower honey ranging from pearly white obtained from loquat to black obtained from honeydew melons.

#### What are the characteristics of your product?

Our honey is the full expression of the Sicilian territory and flora, as it not only undergoes no heat treatments or micro-filtrations, but is extracted approximately every ten days to prevent it ageing, and it maintains intact its aromas, fragrances and enzymes, and consequently its vitality. I've been eating honey since I was a child and even today, if I don't appreciate a honey, I won't put it into my glass jars. Respect for the bees is fundamental for my hives. I'll give you just one example of what I mean: I believe it is very important not to wear gloves to protect you from stings because, if the bees sting, they do it only because you have not been delicate with them, and you'll never learn to be delicate using gloves.

#### What is your relationship with the Slow Food Presidia?

I have a strong link with the Slow Food Presidia, I share their values and see them as a glimmer of hope that can help the world and save biodiversity, and therefore life too. My work to save the Sicilian Black Bee of the Presidium began with Prof. Pietro Genduso and continued in collaboration with Palermo University and with the national Institute of Bee-keeping in Bologna.

#### Why did you choose glass for your honey?

It seems almost superfluous to give a reason for choosing glass: it is synonymous with transparency and hygiene, it does not alter the food that it contains, and the container cannot be attacked in any way from the outside. In addition, the jar made by Verallia with the Slow Food logo in relief is really distinctive.

#### Any advice about using honey for cooking?

We habitually serve our honey with cheeses, both mild and mature, taking care to match them correctly: delicate cheeses need strong honeys such as dill, chestnut or honeydew, while stronger cheeses go well with delicate honeys such as mandarin, loquat or orange blossom. Not to mention honey pancakes, a real treat!



## THEY SAY ABOUT GLASS.

Small press release.

#### The wine enthusiast friend of the environment

The wine enthusiast friend of the environment prefers lightweight glass bottles, which are one of the most widespread eco-friendly elements in the wine world and are attracting more and more interest among wine cellars that have chosen to convert their production and defend the environment. A lightweight glass bottle not only allows saving – both in terms of the energy used in the production process and in CO2 emissions – but when it is thrown away the amount of material is less, and as it is made of glass it is 100% recyclable, so a bottle can be a bottle again.

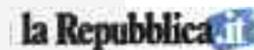


[www.krones.cn/it/industries/2124.htm](http://www.krones.cn/it/industries/2124.htm)  
<http://www.winenews.it/news/22850/il-decalogo-delleno-appassionato>

#### The “returnable bottle” is back, no more bottles in the bin

by Christian Benna

You buy the milk. You pay for the bottle too. And they give you back your money, twenty cents, when you return the container to the shop or supermarket. Everyday scenes in Italy, until thirty or forty years ago. Then consumerism took over, eliminating the nuisance of spending time carrying things back and forward and introducing the disposable bottle, which in the best of cases might be put in a separate waste collection for recycling. And so a form of waste seen as a small convenience is dumped in the environment. A luxury that we can no longer afford.



<http://temi.repubblica.it/repubblica-rapporti-affari-e-finanza/category/ambiente/-/ritorna-il-vuoto-a-rendere-mai-piu-bottiglie-usa-e-getta-2/>

#### Glass has a smaller impact

Among the various materials available for making packaging, glass is the one that most respects the environment. To measure this one has to reflect on the carbon footprint and on the whole life cycle of the object.

Francesca Tozzi  
 Largo Consumo n. 6/2011



## AND GLASS IS BOUND FOR SOMEWHERE.

Postcards from the world.





**HEALTHY CONTENTS.  
RESPONSIBLE AIMS.**



It is not enough to produce healthy, natural, safe and 100% recyclable over and over again glass bottles and jars. For us, it is also essential to follow responsible and sustainable development logics. Dealing directly with the recycling of glass. Putting always new products in your hands. This is why we are Verallia, the glass for food.