



ZWIESEL  
GLAS

PRESS RELEASE

## EISCH becomes part of the Zwiesel Fortessa Group: A new chapter for glass tradition in the Bavarian Forest



Pictured celebrating the integration (from left): Prof. Andreas Buske (Owner of Zwiesel Fortessa), Julia Eisch (Owner of EISCH), Kathrin Strous (Board Member of Zwiesel Fortessa), Michael Eichinger (Head of Marketing at Zwiesel Fortessa), and Eberhard Eisch (Owner of EISCH). (Photo: Florian Eichinger, Zwiesel Glas)

May 2025. The ZWIESEL FORTESSA GROUP announces that the renowned glass brand EISCH will become part of its brand portfolio as of October 1, 2025. Through this integration, the group strengthens its position as a brand and concept provider in the luxury segment and further expands its expertise in sophisticated glass refinement.

With EISCH, the ZWIESEL FORTESSA GROUP gains a renowned brand that has stood for "quiet luxury" and timeless elegance since 1946. The unique collections of drinking glasses and interior objects, as well as innovative refinement techniques, enrich the



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portfolio and enhance the global significance of the glass region. Especially in politically and economically uncertain times, the focus on regionality and traditional values gains importance. At the same time, the courage to explore new paths and drive innovation is crucial for a successful future.

"The integration of EISCH is another important step on our journey to becoming the global market leader in tableware business. However, this partnership is much more than a strategic move – it is a matter of the heart that embodies our passion for glass as well as our vision of luxury and excellence. It underscores our commitment to bringing premium glass from the famous glass region in the Bavarian Forest to the tables of the world," says Prof. Andreas Buske, owner of the ZWIESEL FORTESSA GROUP.

Eberhard Eisch, owner of EISCH, adds: "This project marks the beginning of a new era for us. It fills me with pride and joy that our passion for glass will now be in the hands of a partner who shares our values and carries forward our vision. I am particularly pleased that our employees will continue to be part of this journey."

Both companies are family-owned businesses guided by shared values and a clear philosophy. Their focus on quality, tradition, and innovation, as well as their strong customer orientation, provides an ideal foundation for successful collaboration.

Eberhard and Julia Eisch, owners of EISCH, will remain with the company: Eberhard Eisch will actively shape the transition of processes in an advisory role, while Julia Eisch will continue to serve as Director of Design, Brand, and Product Management for the EISCH brand and its product development. On the ZWIESEL FORTESSA GROUP side, Michael Eichinger, Head of Marketing, will integrate the EISCH brand into the existing portfolio alongside both teams. The goal is to offer tailored tabletop concepts for various target groups and cultural contexts with the brands Zwiesel Glas, Schott Zwiesel, Fortessa, and now EISCH, catering to both professional and private sectors.

With this acquisition, the ZWIESEL FORTESSA GROUP continues its vision of becoming the premier global provider of complete tabletop solutions. Starting with the new fiscal year, the company will officially operate under the name ZWIESEL FORTESSA. This name



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represents both a clear commitment to its headquarter in Zwiesel and the glass region in the Bavarian Forest, as well as the vision of not only being a global market leader in glass but also shaping the entire premium tabletop segment.

## **About Zwiesel Glas**

For more than 150 years, Zwiesel Glas has stood for passion and uncompromising quality in glass. At the main site in Zwiesel and the glass factory in Hungary, around 800 employees produce up to 60 million crystal glasses with a distinctive sound every year.

Zwiesel Glas joined forces with the US company Fortessa Tableware Solutions to not only provide the tables of this world with perfect glasses in the future, but also with matching cutlery and porcelain. The resulting Zwiesel Fortessa Group is a global leader in the tableware sector. Its portfolio ranges from premium glasses, cutlery and porcelain to concepts and solutions for customers in the consumer and professional sectors. Together, the group generated a turnover of 214,5 million euros with more than 1000 employees.

In 2024, Zwiesel Glass once again received the German Brand Award for excellent brand management. On this basis, it is consistently driving forward the expansion of the professional sector and the rollout of its two-brand strategy, as well as the consumer and high-quality brand business. In 2025, the glass manufacturer was named "World Market Leader Champion" in the "Crystal Glass for the Upscale Hotel and Restaurant Industry" segment for the ninth year in a row. With such a title comes great responsibility. Zwiesel Glas continuously tests its raw materials for origin and quality and relies on resource-saving production processes. The glass type Tritan® enables brilliant and durable products – and thus ensures particularly high sustainability.

## **About EISCH**

EISCH represents quiet luxury that touches the senses – unique and timeless. Since 1946, the family-run glassworks in the Bavarian Forest has shaped the world of table culture with masterful glass artistry and innovative design. The Eisch family, whose glassmaking tradition dates back to the 17th century, now leads the company in its fourth generation with passion and a strong commitment to exquisite craftsmanship, as well as technical and sensory innovation.

As an internationally recognized specialist in glass refinement, EISCH sets standards: In intricate handcrafting, precious materials such as 24-karat gold and genuine platinum are applied to glass surfaces and fired at high temperatures. This creates unique pieces that enrich sophisticated spaces with their precious luster and exceptional texture. Whether in the award-winning SENSISPLUS glasses, special interior objects, or iconic table accessories, the combination of crystal glass and artistic refinement is EISCH's hallmark.

Worldwide, retailers, sommeliers, winemakers, hoteliers, and connoisseurs trust EISCH's quality and innovative strength – people who view luxury as an expression of perfect craftsmanship, individuality, and refined enjoyment. EISCH is synonymous with top-tier glass design and a culture of enjoyment that masterfully unites tradition and modernity.

For more information, please see [www.zwiesel-glas.com/en/](http://www.zwiesel-glas.com/en/) and [www.eisch.de/en/](http://www.eisch.de/en/)

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