



**ZWIESEL
FORTESSA**

PRESS RELEASE

ZWIESEL FORTESSA
New name, clear vision:
Redefining table settings worldwide



Concept provider ZWIESEL FORTESSA inspires customers around the world to create unique table designs and unforgettable moments. (Photo: ZWIESEL FORTESSA)

September 2025. Since the integration of US partner Fortessa Tableware Solutions into Zwiesel Kristallglas AG in 2022, the group of companies has already appeared as ZWIESEL FORTESSA GROUP on various occasions. At the start of the new fiscal year on October 1, Zwiesel Kristallglas AG will officially change its name to ZWIESEL FORTESSA AG – a name that combines tradition and modernity, local roots and internationality, as well as craftsmanship and innovation. At the same time, it stands for the vision of redefining the table setting worldwide.

The unification of the two strong flagship brands **ZWIESEL** and **FORTESSA** under a common name creates a uniform international presence that further strengthens the group's global presence. The subsidiaries also operate under the new name and bear the respective country code as an appendix, for example ZWIESEL FORTESSA Americas (formerly Fortessa Tableware Solutions). The consistent structure makes it possible to incorporate regional and global trends into products, concepts, and communication even more quickly and specifically.

"The set table is much more than the sum of its parts. It is a place for encounters, enjoyment, and inspiration," says Prof. Andreas Buske, CEO of ZWIESEL FORTESSA AG. "With a globally uniform name, we are consistently continuing on our path: We want to support hosts in creating special moments again and again – with products from strong brands, concepts, and ideas that combine the highest quality with creativity."

While the complete table setting has been successfully marketed in North and South America for several years now, both in the professional and private sectors, cutlery and porcelain have so far only been available to B2B customers in Europe. The B2B sales division founded specifically for this purpose in 2022 under the name United Tables by Zwiesel will continue to operate but will be consistently transferred – including its name – into the global structure of ZWIESEL FORTESSA. In addition to the American business, the aim is to expand the presence in the EMEA and APAC markets – not only for B2B but also for B2C customers. This will create an even stronger, internationally networked offering that gives customers worldwide access to tailor-made solutions, an expanded portfolio, and increased innovative strength.

With a comprehensive brand portfolio consisting of Zwiesel Glas, Schott Zwiesel, Fortessa, and, since October 2025, the luxury glass brand EISCH, ZWIESEL FORTESSA offers tailor-made tabletop concepts for various target groups and cultural circles. Bringing these strong brands together under one roof makes it possible to inspire both professional hosts in the restaurant and hotel industry, as well as private connoisseurs around the world, with innovative, tailor-made products and ideas for the table.

The union of ZWIESEL and FORTESSA creates more than just a shared name – it creates an international promise: hosts and guests worldwide are given the opportunity to stage their table as a showcase for their individual table culture. ZWIESEL FORTESSA expresses this claim with its guiding principle: **the table is yours.**

About ZWIESEL FORTESSA

ZWIESEL FORTESSA is a leading international company in the field of high-quality tableware, which was formed in 2022 from the acquisition of the US company Fortessa Tableware Solutions by Zwiessel Kristallglas AG. The company combines over 150 years of glassmaking expertise and craftsmanship from Zwiessel with the innovative strength and tabletop expertise gained from more than 30 years of Fortessa history in the USA. With a comprehensive range of high-quality glassware, tableware, and cutlery, ZWIESEL FORTESSA bridges the gap between traditional craftsmanship and modern food and beverage trends, offering tailor-made solutions for professional hosts and private connoisseurs. In addition to Zwiessel Glas, Schott Zwiessel, and Fortessa, the luxury glass brand Eisch has also been part of the portfolio since October 2025. The concept provider inspires customers around the world to create unique table designs and unforgettable moments – true to the motto: **the table is yours**. ZWIESEL FORTESSA aims to become the world's leading address for high-quality tableware – both in the professional and private sectors.

With sales of €214.5 million and over 1,000 employees, ZWIESEL FORTESSA has already established itself as one of the world's leading tabletop companies in the high-end segment – and has been the undisputed global market leader in crystal glass since 2017. ZWIESEL FORTESSA focuses on resource-saving production processes and innovative technologies such as Tritan® glass, which ensures durable and environmentally friendly products.

Further information can be found at www.zwieselfortessa.com

Press contact ZWIESEL FORTESSA:

Kirstin Deschler
Dr.-Schott-Str. 35
94227 Zwiessel
Tel.: +49 (9922)98-484
Mobile: +49 160 99510878
E-Mail: kirstin.deschler@zwiesel-kristallglas.com