



ZWIESEL
GLAS

PRESS RELEASE

Zwiesel Glas: Helmar Hipp is the new Supervisory Board Member

July 2025. There has been a change in the Supervisory Board of Zwiesel Kristallglas AG: Helmar Hipp succeeds Jürgen Theobald. Since July 4, Hipp has been supporting the company in achieving its strategic goals and driving its development forward.



Company owner Prof. Andreas Buske (left) welcomes Helmar Hipp as the new member of the Supervisory Board of Zwiesel Kristallglas AG. (Photo: Zwiesel Glas)

Helmar Hipp was elected to the Supervisory Board during the extraordinary general meeting of shareholders of Zwiesel Kristallglas AG. He will advise the company on strategic decisions and future initiatives. Hipp, aged 58, is a graduate engineer and has extensive experience as a CEO, managing



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director, advisory board member, and supervisory board member in companies across the consumer goods, e-commerce, media, and technology sectors.

Hipp's focus is on strategic and holistic transformation as well as growth innovation, most recently as a board member of Zwilling J.A. Henckels AG (Solingen), a globally leading provider of premium kitchen products. In his previous roles, he was responsible for areas such as strategy, brand and product management, sales, digital transformation, and commercial excellence. Hipp also brings global expertise from Europe, Asia, and North America to the globally operating company.

The globally leading crystal glass manufacturer from the Bavarian Forest has developed into a worldwide leading group in the tableware sector through the acquisition of its long-standing U.S. partner Fortessa Tableware Solutions in 2022. The resulting Zwiesel Fortessa Group distributes not only high-quality crystal glasses but also cutlery, porcelain, and table mats in more than 160 countries.

"What particularly excites me about this role is the strong brand with globally recognized products, as well as a shareholder and management team that is driving strategic transformation with clarity and courage. With Zwiesel Fortessa, an international group has emerged that follows the vision of setting the tables of the world. The task now is to further establish and position the brands and to align markets and sales channels even more closely with customer needs," says Helmar Hipp, expressing his gratitude for the trust placed in him by the Supervisory Board and the shareholders of Zwiesel Kristallglas AG with his appointment.

"We are delighted to enrich our Supervisory Board with Helmar Hipp. With his long-standing and very diverse expertise in global and local product development, he complements our existing Supervisory Board excellently. He has broad industry experience in various market segments, understands the unique characteristics of family businesses from his previous roles, and is the right advisor at our side thanks to his expertise in transformation. We look forward to constructive exchanges with Helmar Hipp and valuable contributions to our vision of becoming the global market leader for the set table," says company owner and CEO Prof. Andreas Buske. At the same time, he thanks Jürgen Theobald for the very good, trusting, and long-standing collaboration. Theobald had been a member of the Supervisory Board for nine years and stepped down from his position effective July 4.

The Supervisory Board of Zwiesel Kristallglas AG consists of a total of six members – four employer representatives and two employee representatives.



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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.

For more information, please see www.zwiesel-glas.com/en

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