



ZWIESEL
GLAS

PRESS RELEASE

ZWIESEL GLAS: World market leader with award-winning design



Zwiesel Glass has been the undisputed “world market leader for the upscale hotel and restaurant industry” for nine years. The exclusive new decanter “Symbiosis” has been awarded the renowned design prize “German Design Award” as “Winner” in the category Excellent Product Design – Tabletop. (Photo: Zwiesel Glas)

January 2025. Zwiesel Glas is celebrating the start of the new year with two new awards. The longstanding Bavarian company has been confirmed as a world market leader in the upmarket hotel and gastronomy sector for the ninth year in a row. The brand’s exclusive decanter “Symbiosis” met stiff competition at the prestigious German Design Awards but emerged as winner in the Excellent Product Design – Tabletop category.

Zwiesel Glas has been producing exceptional glassware of the highest quality for more than 150 years. Up to 60 million glasses leave the company every year, each playing a part in creating extraordinary culinary experiences. In the premium segment of the glass industry, the combination of the company’s own glass manufactory – one of the largest and best in the world – and the largest machine production facility in Germany – makes Zwiesel Glas a world market leader. Recently this was solidified by business magazine WirtschaftsWoche and renowned Swiss university St. Gallen. In their joint survey, Zwiesel Glas was crowned World Market Leader Champion in the ‘Crystal glassware for the upscale hotel and restaurant industry’ category for 2025.



ZWIESEL GLAS

The award went to Zwiesel Glas for the ninth year in a row. When company owner Prof. Dr. Andreas Buske declared this a goal more than 20 years ago, it was unimaginable to many. “We are very proud to have been recognised as world market leader again in 2025. This title is a wonderful confirmation for us, but at the same time it is a further incentive to become the global brand for all moments that make life special,” says Prof. Buske. With a desire to dress global tables, not just with perfect glasses, but also with matching cutlery and porcelain, Zwiesel Glas joined forces with its long-standing partner, the US company Fortessa Tableware Solutions at the end of 2022. The resulting Zwiesel Fortessa Group is a global leader in the tableware sector. Its portfolio ranges from stemware, cutlery and porcelain to concepts and solutions for customers in the consumer and professional sectors. This is the ideal basis for setting an even more ambitious goal; to become the world market leader in tableware.

„German Design Award“ for Symbiosis decanter

Zwiesel Glas has once again been recognised for its outstanding design quality at the German Design Awards 2025 with the sophisticated Symbiosis decanter. It is not for nothing the German Design Award says: “Those who prevail against the highcalibre competition here have successfully proven that they are among the best.” The international, independent panel of experts named the decanter, created by in-house designer Frederic Lehrieder winner in the “Excellent Product Design – Tabletop” category. Following being named as winner at the Iconic Awards: Innovative Interior 2024 in the Product Design – Kitchen and Household category, the German Design Award 2025 is already the second highest ranking design award for the mouth-blown decanter. Symbiosis impressively demonstrates the filigree and artful way in which the master glassmakers at Zwiesel Glas work. The decanter, which is traditionally handcrafted in small quantities, is eye-catching due to its characteristic crackle pattern. It covers the decanter so finely that it appears extremely fragile. In contrast, the fine crystal glass is combined with a base made of Finnish soapstone, which is also handcrafted. The ensemble is completed with a high-quality felt mat. The symbiosis of fine crystal glass and stone makes this exclusive piece a real statement piece.

This year, the German Design Award went to Zwiesel Glas for the sixth time. “I am proud the independent and internationally active institution German Design Council has been honouring the achievements of our experienced teams and our products with the German Design Award and the German Brand Award for several years in a row,” says Prof. Dr. Andreas Buske. The brand says this illustrates the constant, outstanding design expertise and shows how well Zwiesel Glas understands how to set new standards in the field of design.



ZWIESEL GLAS

The German Design Award is one of the most prestigious design prizes worldwide and is highly regarded. It honours pioneering design achievements and sets international standards for innovative developments in the global design market.

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 208 million euros with almost 1000 employees.

In 2023, 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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