



Z W I E S E L
G L A S

P R E S S R E L E A S E

A new, encompassing umbrella brand

February 2020. The unveiling of the new ZWIESEL GLAS umbrella brand of Zwiesel Kristallglas AG is THE big news of this year's Ambiente trade fair. With its unique trademark in the shape of a musical note, ZWIESEL GLAS is dedicated to the world's most refined hosts and discerning guests. The brand's products and services, originating from Zwiesel in the Bavarian Forest, can be found wherever conviviality is prized. That's true for every table setting – whether at home or in restaurants, by yourself or for sharing with loved ones and guests. Every moment turns into something special, which is reflected in the unmistakable sound of the glasses. It not only is a sign of craftsmanship and technical excellence, but also a mark of good taste, conviviality and community.

Under this brand definition, ZWIESEL GLAS will launch five exceptional handmade novelties that put the prowess of its glassmakers on full display.

The carafes and tumblers of the AURA series stand out for their clear design language. The refined dabs of colour add a touch of freshness to every table – at home, in the garden, at picnics or in restaurants within urban flair.

GLAMOROUS captivates attention with the brilliance of its fine polishing and extravagant shapes. With its black stem and striking cut, the series celebrates the 1920s and Art Deco design. GLAMOROUS is a stylish choice to accompany exquisite menus and to celebrate unforgettable moments.

HIGHNESS is excellence captured in a glass. The 18-part twisted stem of the series brings together the highest level of artisan design. Painstaking craftsmanship yields designs of exceptional beauty and elegance. Unmistakable in its refined, characteristic shape, HIGHNESS is a unique sensory experience, a delight for the eyes and palate alike.

The SPIRIT series, a reinterpretation of a 100-year-old technology, honours our company's great glassmaking tradition. The manufactured glass brings together touches of our homeland – the Bavarian Forest – and the craftsmanship of our ancestors for the pure enjoyment of wine. Each unique design and stem colour add individual aesthetics to every table to create that special sensory experience.



ZWIESEL GLAS

A versatile vase rounds off the ZWIESEL GLAS assortment. The SHADOW series offers the perfect interplay of light and shadow. The vases' unique colour transitions and elegant shape make them a perfect accessory for contemporary interior design. Whether in restaurants, lobbies or living rooms, the sophisticated contrast of modern colours in different shades is a valuable addition to any hosting environment.



The very special touch of ZWIESEL GLAS is reflected in its imagery.

We are committed to serving the world's most discerning guests and refined hosts. Nearly 150 years of glass manufacturing, tradition and passion take a confident new shape: ZWIESEL GLAS.

Our new umbrella brand is the next logical step for us. It represents the full experience of our ZWIESEL 1872 and SCHOTT ZWIESEL brands, while reflecting our dedicated passion to create the extraordinary and to keep innovating in the future.

ZWIESEL has never just been about glass, but always about the possibilities inherent in glass. We want to create unique products at the highest level of manufacturing and craftsmanship that offer extraordinary experiences of enjoyment and conviviality. Products that give every table a refined touch and are literally considered good form the world over.

The sound of toasting with a ZWIESEL GLAS is the unmistakable sound of true hospitality.

Setting the right tone to us also means responsible use of resources – we achieve this by consistently controlling the origin and quality of our raw materials and with our resource-efficient production processes, TRITAN® crystal glass and the TRITAN® PROTECT process. Both make our glasses particularly durable and brilliant.



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We are delighted to be recognised with prestigious awards in 2019 and 2020. The SIMPLIFY series by ZWIESEL 1872 was recently honoured with the German Design Award 2020, while SENSE by SCHOTT ZWIESEL received the German Design Award 2019 and VERVINO by SCHOTT ZWIESEL was decorated with the iF Design Award 2020. We are particularly proud to once again be named "World Market Leader Champion 2020" in the "Crystal glass for premium hospitality and catering" category.

For more information visit www.zwiesel-glas.com

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