



Z W I E S E L
G L A S

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

Marketing responsibilities at Zwiesel Kristallglas AG reassigned

January 2021. Maike Sobek, Vice President Marketing, Product & Communications, has left her position at Zwiesel Kristallglas AG, where she had been responsible for marketing, product development and communication since 2018. “We thank Ms. Sobek for her extraordinary commitment and for her key contributions to developing the new brand,” said Michael Reuter, Member of the Zwiesel Kristallglas AG Board.

In the scope of this corporate restructuring, Michael Eichinger will take over as the new Marketing Director, reporting directly to Michael Reuter. In his previous position, Eichinger was in charge of brand management, which included responsibility for the conceptual design of the Zwiesel Glas brand and the preparation and implementation of the internal and external brand roll-out.



Photo: Michael Eichinger, Marketing Director at Zwiesel Kristallglas AG.



ZWIESEL GLAS

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.

We are delighted to be recognised with prestigious awards in 2020. The Simplify series by Zwiesel 1872 was recently honoured with the German Design Award 2020 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.

Press contact:

Zwiesel Kristallglas AG

Anja Bsdurek

Dr.-Schott-Str. 35

94227 Zwiesel

Tel.: +49 (9922) 98-484

E-Mail: Anja.Bsdurek@zwiesel-kristallglas.com