



ZWIESEL
GLAS

150 YEARS

PRESS RELEASE

Zwiesel Kristallglas AG: the global market leader in high-end hospitality and catering once again



Zwiesel Glas is the 2022 global market leader in high-end hospitality and catering.

January 2022. Glass art is a passion. Since 1872, the glass makers and designers at ZWIESEL GLAS have been working on traditional and innovative techniques day after day with extraordinary commitment and passion. Together they create high-quality glassware and give the products a personal touch through every single movement.

The dedication, quality and history of the company find their acoustic essence in the sound made by every Zwiesel glass. The brand accompanies hosts and guests worldwide as they laugh and toast together on special occasions - alongside the saying, "Sounds like Zwiesel". With the campaign of



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similar and well-known industry representatives, ZWIESEL GLAS resonates the core saying, "Sounds like Zwiesel" - Zwiesel glasses are audible, in everyday life and at home where people find enjoyment.

For the leading international expertise in glass production, the business magazine "WirtschaftsWoche", in co-operation with the renowned Swiss University of St. Gallen, has recognized Zwiesel Kristallglas AG for the fifth time as "World Market Leader Champion 2022" with the seal of excellence, "Crystal glassworks for the upscale hotel and catering industry". The renewed honour and trust strengthen Zwiesel Kristallglas AG for the special 150th anniversary in 2022.

About ZWIESEL GLAS

Zwiesel is dedicated to the most discerning guests and finest hosts the world over. Glassmaking, tradition and passion will feature particularly strongly in 2022 as part of the 150th-anniversary celebrations at. Likewise the endless passion for always wanting to create the extraordinary, as well as the desire to demonstrate this innovative approach going forward, too.

Zwiesel has never been just about glass, but also about what glass makes possible: using the finest manufacturing techniques and craftsmanship to create unique products which foster exceptional feelings of enjoyment and conviviality. Products which lend a special note to any table and which are literally what makes the world sound great.

When you raise a toast with a Zwiesel glass, you can tell beyond doubt what true hospitality sounds like. Our dedication, quality and history find their acoustic essence in the sound made by every Zwiesel glass. And with every clink, this sound stands for so much more: the unique nature of that moment, coming together around a table, joy which is shared and humanity which unites us. All this...
SOUNDS LIKE ZWIESEL.

However, it is also sounds the right note when resources are used responsibly. The company achieves this both through constantly checking raw materials for origin and quality, as well as through resource-saving production processes and Tritan® crystal glass. This makes the glassware particularly long-lasting and sparkling.

In 2021, saw itself honoured with several coveted awards: the brand was recognised with the "Gold" German Brand Award in two categories, the Glamorous range winning the iF Design Award 2021, and the Fortune range winning the Red Dot Design Award for 2021. The company is particularly proud of winning the "World Market Leader Champion 2022" for a second time in the "Crystal Glass for High-End Hotels and Catering" segment.

Find out more at <https://www.zwiesel-glas.com>

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