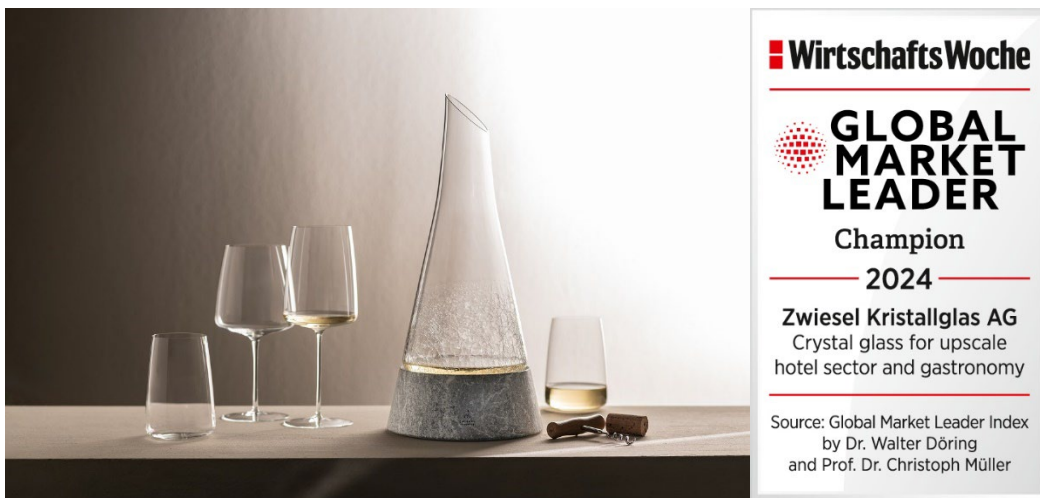




ZWIESEL
GLAS

PRESSINFORMATION

ZWIESEL GLAS: Global market leader with awarded design



Zwiesel Glas has been the "world market leader for upscale hotels and restaurants" for seven years in a row. The exclusive new "Symbiosis" decanter was awarded the prestigious "Iconic Award: Innovative Interior" design prize.

(Credit: Zwiesel Glas)

March 2024. Zwiesel Glas is delighted to have received two new awards: for the seventh time in a row, its status as the world market leader for upscale hotels and restaurants has been confirmed. The "Symbiosis" decanter, which has just been launched on the market, received the "Iconic Award: Innovative Interior".

For more than 150 years, Zwiesel Glas has been producing exceptional glassware of the highest quality, whose special sound resounds at the most diverse occasions around the world. Up to 60 million glasses leave the company every year to create unique experiences of enjoyment and fellowship. This makes Zwiesel Glas a world market leader! This was recently confirmed by the business magazine "WirtschaftsWoche" and the renowned Swiss University of St. Gallen. In their joint

survey, Zwiesel Glas was once again named "World Market Leader Champion" for 2024 in the "Crystal Glassware for the Upscale Hotel and Catering Industry" category. This is the seventh time in a row that the award has gone to the glass manufacturer from the Bavarian Forest. When company owner Prof. Dr. Andreas Buske set this goal a good 20 years ago, it was unimaginable for many. "We are very proud to have been recognized as 'World Market Leader' again in 2024. This title is a wonderful confirmation for us, but also a further incentive to become the global brand for all the moments that make life special," says Prof. Buske.

Zwiesel Glas joined forces with the US company Fortessa Tableware Solutions to equip the tables of this world not only with perfect glasses, but also with matching cutlery and porcelain. The resulting Zwiesel Fortessa Group is a global leader in the tableware sector. Its portfolio ranges from top-quality glassware, cutlery and porcelain to concepts and solutions for customers in the consumer and professional sectors. The ideal basis for setting itself an even more ambitious goal, namely to become the "world market leader for tableware".

In the consumer segment, Zwiesel Glas is consistently and successfully driving forward the rigorous expansion of its high-quality brand business, which began with the brand relaunch in 2020, with the help of a two-brand strategy. So convincingly, in fact, that the company was once again honored with the German Brand Award in 2023, following multiple awards in previous years. An excellent basis for further promoting the national and international expansion of (digital) D2C activities.

„Iconic Award: Innovative Interior“ for Symbiosis decanter

Zwiesel Glas was honored at the "Iconic Awards: Innovative Interior 2024" for the design of its Symbiosis decanter as "Winner" in the Product Design - Kitchen and Household category. The prize is awarded annually by the German Design Council and sees itself as a "trend barometer of the furnishing industry". The focus is on quality, ease of use and pioneering ideas, as well as the selection of materials, the demand for sustainability and intelligent solutions. The internationally renowned award went to Zwiesel Glas for the third time in a row this year - in 2023 the "Ink" series was honored, in 2022 the title went to the "Glamorous" series. "This illustrates our consistent, outstanding design expertise and shows how well Zwiesel Glas knows how to set new standards in the field of design," says Buske.

The mouthblown "Symbiosis" decanter impressively demonstrates how delicate and skillful the master glassmakers at Zwiesel Glas work: The decanter, which is made by hand in traditional style

and in small quantities, catches the eye with its characteristic crackled pattern. It covers the decanter so finely that it gives the impression of great fragility. As a contrast, the fine crystal glass is combined with a base made of Finnish soapstone, also crafted by hand. The ensemble is completed with a high-quality felt base. The symbiosis of fine crystal glass and stone makes this exclusive unique piece a real statement piece. The sophisticated design convinced the independent and expert jury, consisting of international experts from the design and furnishing industry, so that "Symbiosis" can now adorn itself with the design prize "Iconic Awards: Innovative Interior 2024" design award.

About Zwiesel Glas

For more than 150 years, Zwiesel Glas has stood for passion and uncompromising quality in glass. At the headquarters in Zwiesel and the glass factory in Hungary, around 800 employees produce up to 60 million crystal glasses with an unmistakable sound every year.

Zwiesel Glas has joined forces with the US company Fortessa Tableware Solutions to equip the tables of this world not only with perfect glasses, but also with matching cutlery and porcelain. The resulting Zwiesel Fortessa Group is a global leader in the tableware sector. Its portfolio ranges from top-quality glassware, 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 Glas once again received the German Brand Award for excellent brand management and, on this basis, is consistently driving forward the rollout of its two-brand strategy as well as the consumer and premium brand business in addition to expanding the professional segment. In 2024, the glass manufacturer was named "World Market Leader Champion" in the "Crystal Glass for the Hotel and Catering Industry" segment for the seventh time in a row. With such a title comes great responsibility. Zwiesel Glas continuously checks the origin and quality of its raw materials and relies on resource-saving production processes. The Tritan® glass set enables brilliant and durable products - and thus ensures a particularly high level of sustainability.

Find more informations here: www.zwiesel-glas.com

Presscontact Zwiesel Glas:

Kirstin Deschler

Dr.-Schott-Str. 35

94227 Zwiesel

Tel.: +49 (9922)98-484

Mobil: +49 160 99510878

E-Mail: Kirstin.Deschler@zwiesel-kristallglas.com