



ZWIESEL
GLAS

PRESS RELEASE

Zwiesel Glas takes over daff and expands its portfolio with placemats and coasters



Placemats from daff are available in different sustainable variants such as PET felt, recycled leather and LAV (leather alternative vegan).
(Photos: Zwiesel Glas)

May 2024. Zwiesel Glas has a new addition: With the acquisition of daff on May 1, 2024, placemats and glass coasters will be added to the product range of the traditional company from the Bavarian Forest.

Zwiesel Glas ushered in a new era back in 2022: In order to equip the tables of this world not only with perfect glasses in the future, but also with matching cutlery and tableware, the glass manufacturer joined forces with its long-standing U.S. partner Fortessa Tableware Solutions. The resulting Zwiesel Fortessa Group is a leading international group in the tableware sector with branches in America, France, Hungary, Spain, China, Japan and India. Its portfolio ranges from top-quality glassware, cutlery and porcelain to concepts and solutions for customers in the consumer and professional sectors. The best in their industry as well as private consumers and design specialists in over



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160 countries rely on the exceptional and particularly durable quality products, which are characterized by their special sustainability.

The Zwiesel Fortessa Group's vision: to become the global market leader for the complete table setting, after its status as the global market leader in crystal glass for the upscale hotel and restaurant industry was confirmed for the seventh year in a row in 2024. As a table setting includes table textiles as well as glassware, cutlery and tableware, the acquisition of daff is the next logical step in the company's further development.

Bringing color to the table, in a clear design, made of practical material – that was the basic idea of daff founder Carin Benter. The first placemats “made in Germany” were produced in 2001. To this day, the established company in the table accessories sector stands for uncompromising standards of quality, design, functionality and sustainability and is therefore an ideal addition to the Zwiesel Fortessa Group. The products are available in different versions, made from sustainable and/or vegan materials such as PET felt, recycled leather and LAV (Leather Alternative Vegan).

Zwiesel Glas took over daff's business operations and global distribution rights on May 1, 2024. Benter is actively involved in the integration process and will continue to be available for all customer contacts and sales-related questions.

In the B2B sector, United Tables by Zwiesel, the professional subsidiary of Zwiesel Glas, will now also offer a wide range of placemats and glass coasters made of high-quality and sustainable materials – in addition to top-quality glasses and first-class products from the porcelain and cutlery categories. Private end consumers can still order daff products at www.daff.de.

“We want to offer brands worldwide for all moments that make life special. With the FORTESSA® brand products, we have already been able to significantly expand our range for the professional sector under the umbrella of United Tables by Zwiesel and thus already offer a comprehensive range for the laid table. The fact that we are now expanding our portfolio to include important table accessories such as placemats and coasters in both sales areas is the next logical and strategically important step,” says company owner Prof. Andreas Buske, explaining the reasons for the acquisition of daff.



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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.

Further information can be found at <https://www.zwiesel-glas.com/en>

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