



ZWIESEL  
GLAS

PRESSINFORMATION

# ZWIESEL GLAS: Global Market Leader with awarded design



In 2023, ZWIESEL GLAS is the "global market leader for upscale hotels and gastronomy" for the sixth time in a row. The "Journey" series, designed exclusively for the anniversary year with Sebastian Herkner, received the "German Design Award".

January 2023. ZWIESEL GLAS can be pleased about two awards at the end of its anniversary year: For the sixth time in a row, the status as global market leader for upscale hotels and gastronomy was confirmed and the anniversary series "Journey", which was created in collaboration with designer Sebastian Herkner, received the German Design Award.

For more than 150 years, ZWIESEL GLAS has been producing exceptional glassware of the highest quality, whose special sound resounds on the most diverse occasions around the world. More than 60 million glasses leave the company every year to create extraordinary experiences of enjoyment and community. In the past fiscal year, ZWIESEL GLAS achieved glass sales of over 100 million euros for the first time. All this makes ZWIESEL GLAS a global market leader! This was recently confirmed by the business magazine "WirtschaftsWoche" and the renowned Swiss University of St. Gallen. In their



## Z W I E S E L G L A S

joint survey, ZWIESEL GLAS was once again able to claim the title of "Global Market Leader Champion" in the "Crystal Glassware for the Upscale Hotel and Restaurant Industry" for the year 2023. The award thus went to the glass manufacturer from the Bavarian Forest for the sixth time in a row. When company owner Prof. Dr. Andreas Buske proclaimed this goal a good 20 years ago, it was unimaginable for many. "We are very proud to have been awarded the title of Global Market Leader' again in 2023. For us, this title is both a confirmation and an incentive to start a new decade after an extremely successful anniversary year in 2022 and to become the global brand for all moments that make life special", says Prof. Buske.

Through the merger with Fortessa in October of last year, ZWIESEL GLAS has set itself a new, more ambitious goal: to become the "global market leader for the table setting". An important step in this direction was the launch of United Tables, an innovative concept provider for table settings, at the beginning of 2022. Under the joint brand, the two companies offer a harmonious interplay of glass, porcelain and cutlery – and globally unique professional overall concepts for an enjoyable get-together at the table.

In the consumer sector, ZWIESEL GLAS is consistently and successfully driving forward its strategic expansion of the high-quality brand business, which began with the brand relaunch in 2020, with the help of a two-brand strategy. And it is doing so so convincingly that the company – after winning several awards in recent years – was honored with the German Brand Award in no less than four categories in 2022. This is an excellent basis for further promoting the national and international expansion of (digital) D2C activities.

### **German Design Award for "Journey"**

With the five-part "Journey" series created especially for the 150th anniversary in collaboration with the internationally renowned designer Sebastian Herkner, ZWIESEL GLAS undertook a journey through its own history: The stems visualize the milestones of the 150-year history as a linear relief. Past, present and future are thus linked in each glass. The ensemble of Bordeaux, Burgundy, white wine, all-round and champagne glasses shows that true hospitality, enjoyment and fellowship are timeless. The sophisticated design also convinced the jury of the German Design Award, which honored "Journey" with the "Special Mention" award in the Excellent Product Design – Tabletop category. The German Design Award is one of the most prestigious design prizes in the world and enjoys a high



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reputation far beyond specialist circles. "The award for our anniversary series is the crowning glory and a wonderful conclusion to our anniversary year, which has been full of extraordinary occasions," says Prof. Buske.

## **About ZWIESEL GLAS**

For more than 150 years, ZWIESEL GLAS has stood for passion and uncompromising quality in glass. At the main location in Zwiesel and in the glass factory in Hungary, around 700 employees produce crystal glasses with an unmistakable sound.

In order to equip the tables of this world in the future not only with the perfect glasses, but also with matching cutlery and porcelain, ZWIESEL GLAS joined forces with Fortessa in October. The common goal: to become the "global market leader for the table setting". Together, the group achieved a turnover of more than 200 million euros with over 900 employees.

In 2022, ZWIESEL GLAS once again received the German Brand Award for excellent brand management and, on this basis, is continuing to drive forward the rollout of its two-brand strategy as well as the consumer and premium brand business in addition to the expansion of the professional segment. In 2023, the glass manufacturer was named "Global Market Leader Champion" in the "Crystal Glass for Upscale Hotels and Restaurants" segment for the sixth time in a row. With such a title, comes great responsibility. ZWIESEL GLAS continuously checks its raw materials for origin and quality and focuses on resource-saving production processes. The Tritan® glass set enables brilliant and long-lasting products – and thus ensures particularly high sustainability.

For further information visit [www.zwiesel-glas.com](http://www.zwiesel-glas.com)

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