

A new visual identity to mark Glass for Europe's enlargement to the entire value chain

Brussels, 18 October 2017: On the occasion of its 55th anniversary celebrated during a cocktail reception held in Brussels yesterday evening, **Glass for Europe officially launched its new structure enlarged to European representatives of building glass transformers and processors and unveiled its new visual identity.**

Glass for Europe, which has long been counting in its membership five world leaders in flat glass production, is now joined by national partners regrouping thousands of companies from all across Europe, mostly SMEs, processing and transforming flat glass into energy efficient glazing products for buildings, safety glass, mirrors and decorative glass. Thanks to this enlargement to glass processors and transformers, Glass for Europe now represents the entire flat glass value-chain in Europe, in all its diversity.

Dr Reha Akcakaya, Chairman of Glass for Europe and CEO of Siseecam, explains: ***"This move is there to support a strong flat glass sector in the EU. It will reinforce Glass for Europe as a centre of expertise and as an industry hub to the benefit of all actors of the value-chain. Flat glass manufacturers, transformers and processors now work together to address and overcome the industry's challenges."***

Among these challenges are the deployment of ever-better performing flat glass products, be it energy-saving glazing solutions, building integrated photovoltaic glass or cutting-edge safety glass components for tomorrow's clean and automated vehicles. Equally, ensuring the effective recycling of glass waste, accelerating the decarbonisation of industrial operations, and supporting digitalization are key to the future of the sector. It is with a view to progress even faster in all these fields that the flat glass value-chain comes together in Glass for Europe.

The enlargement of Glass for Europe offers a momentum to showcase the diverse and dynamic nature of the sector in Europe. **It is a key advanced value-chain enabling technological progress** in all the economic sectors it serves such as buildings, automotive and transport as well as solar-energy, electronics, appliances, etc. ***"This is thanks to continuous and yet invisible innovations in flat glass, which seamlessly enhance comfort, safety, design and sustainability. To meet its sustainable growth aspirations, the EU needs a strong flat glass sector in Europe"***; concludes **Bertrand Cazes**, Secretary General of Glass for Europe.

This new Glass for Europe deserves a fresh visual identity. While flat glass products connect people to the world, the new visual identity is conceived as an invitation to connect and engage with its industry and its people. With its timeless and elegant design made of smooth curves and straight lines, the new logo mirrors the glass material.



THE FLAT GLASS SECTOR IN THE EU

- | FLAT GLASS MELTING | GLASS PROCESSING | GLASS PRODUCT ASSEMBLY |
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| <ul style="list-style-type: none"> • 60 industrial installations in 12 countries, where all types of flat glass are melted and produced: float glass, rolled glass, patterned and cast glass. • 10 million tonnes of flat glass produced annually in the EU. • 5 world leaders manufacturing flat glass in Europe. | <ul style="list-style-type: none"> • Over 1000 companies processing and transforming flat glass into advanced glass and glazing products for buildings, cars and all other sectors of the economy. | <ul style="list-style-type: none"> • 90% of SMEs in building glass processing and insulating glass unit fabrication, present in all countries of the European Union. |
| <ul style="list-style-type: none"> • 15 Billion Euros turnover in Europe. | <ul style="list-style-type: none"> • 100,000 workers directly employed in the flat glass sector in manufacturing, R&D, administration, processing and fabrication. | <ul style="list-style-type: none"> • Over 100 million Euros invested annually in R&D, product innovation and advanced manufacturing. |

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Glass for Europe is the trade association for Europe's flat glass sector. Flat glass is the material that goes into a variety of end products, primarily in windows and facades for buildings, windscreens and windows for automotive and transport as well as solar energy equipment, furniture and appliances. Glass for Europe brings together multinational firms and thousands of SMEs across Europe, to represent the entire building glass value-chain. It is composed of flat glass manufacturers, AGC Glass Europe, Guardian, NSG-Group, Saint-Gobain Glass Industry and Siseçam-Trakya Cam, and works in association with national partners gathering thousands of building glass processors and transformers all over Europe.