

Fresh visual identity reflects enlarged Glass for Europe focus

Glass for Europe is 55 years old this year. In addition to its traditional role of representing Europe's leading flat glass producers however, today the organisation's enlarged structure embraces the interests of building glass transformers and processors. A new visual identity has also been created for the body that represents the entire flat glass value chain in Europe.

On an occasion to mark its 55th anniversary, Glass for Europe recently unveiled its new structure, enlarged to European representatives of building glass transformers and processors and introduced a new visual identity. Counting five world leaders in flat glass production in its membership, Glass for Europe also now benefits from a series of influential national partners, regrouping thousands of companies from across Europe, processing and transforming flat glass into energy efficient glazing products for buildings, safety glass, mirrors and decorative glass. Thanks to this enlarged focus, Glass for Europe now represents the entire flat glass value chain in Europe, in all its diversity.

"This move is there to support a strong flat glass sector in the EU" explains Dr Reha Akcakaya, President of Siseecam's Flat Glass Group. "It will reinforce Glass for Europe as a centre of expertise and as an industry hub to the benefit of all players 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 better performing flat glass products, including 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 digitalisation are considered key to the sector's future.

EXPANDED ORGANISATION

Founded in 1962 as Glass in Buildings, the first association of flat glass producers was renamed GEPVP (Groupement Européen des Producteurs de Verre) in 1978, before becoming Glass for Europe in 2007. Initially focused almost exclusively on building glass, the organisation also addresses automotive and solar energy glasses, dealing in equal measure with manufacturing and environmental issues. Today, however, the expanded organisation brings together multi-national firms and thousands of SMEs across Europe, to represent the entire building glass value chain.

Its membership comprises the leading flat glass manufacturers AGC Glass Europe, Guardian, NSG-Group, Saint-Gobain Glass Industry and Siseecam-Trakya Cam, working in association with corporate partner Carlex (a Central Glass subsidiary) and now with a series of national partners, gathering thousands of building glass processors and transformers throughout Europe. The national partners are Assovetro



Bertrand Cazes, Secretary General unveils the new Glass for Europe logo.

(Italy), Bundesverband Flachglas (Germany), Union des Transformateurs de Verre Plat (France), Fédération de l'Industrie du Verre (Belgium), Bouwend Nederland (Netherlands) and Glass and Glazing Federation (UK).

DIVERSE AND DYNAMIC

The enlargement of Glass for Europe offers a momentum to showcase the diverse and dynamic nature of the sector in Europe, enabling technological advancement in such sectors as the construction, automotive and transport sectors, as well as in 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" says Bertrand Cazes, Secretary General of Glass for Europe. "To meet its sustainable growth aspirations, the EU needs a strong flat glass sector in Europe."

According to Mr Cazes, the enlarged organisation brings more expertise, greater diversity and value chain thinking, as well as the cross-fertilisation of ideas. "We are tackling in the most efficient manner the common challenges faced by the flat glass sector and its roadmap for the future."

Separately, it was agreed that the enlarged Glass for Europe deserves a fresh visual identity, which has been designed to reflect the industry's future pathway. "This new logo mirrors perfectly the glass material, its timeless nature and its elegance" Mr Cazes concludes. ■

Glass Worldwide
is the preferred journal of
Glass for Europe

GLASS
FOR EUROPE

Glass for Europe, Brussels, Belgium. email: info@glassforeurope.com web: www.glassforeurope.com