

SHAPING A BRIGHTER FUTURE,



ONE BOTTLE AT A TIME



JOIN THE
MOVEMENT



STEP INSIDE THE CIRCULAR JOURNEY OF GLASS!

Glass packaging has a remarkable story to tell – one of infinite circularity and endless protection for our favourite products.

People have been recycling glass for thousands of years. Even the ancient Romans recycled glass to make new things. It's a story that already spans generations – and today, that story is more relevant than ever.

BUT THIS STORY CANNOT BE TOLD ALONE. IT REQUIRES A COLLECTIVE VOICE.
And we all have a role to play when it comes to realising glass' boundless potential.

EXPERIENCE THE ENDLESS CYCLE OF GLASS LIKE NEVER BEFORE

This immersive experience, created by the European container glass industry together with Friends of Glass and Dutch street artist Remko Van Schaik, illustrates the endless cycle of glass – where quality never fades and new packaging possibilities can emerge every day.

And you can keep the cycle alive by recycling!
Spread the word and share your most artistic picture
on social media with our hashtag **#EVERYLASTBOTTLE!**

HOW DOES RECYCLING WORK?



ENTERING THE RECYCLING JOURNEY:

It starts with placing your used glass containers of all colours in your green bottle bank or doorstep collection boxes.



PASSING THROUGH SORTING AND PROCESSING:

After being collected, glass is sorted, cleaned, and broken down into tiny pieces called 'cullet.'



MAKING ITS WAY TO THE FURNACE:

After the cullet has been sieved and prepared for melting, it passes into the furnace together with sand, soda ash and limestone.



MAGIC HAPPENS:

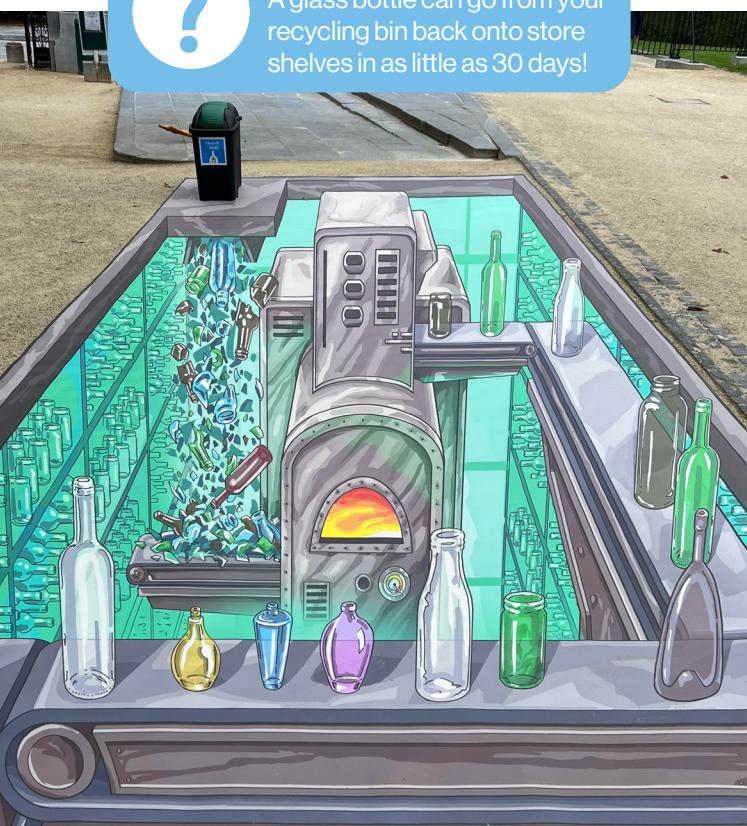
In the furnace, the cullet is melted into a smooth liquid, ready to be moulded and shaped into new bottles and jars.



ALL THE WAY BACK TO YOU:

From here, the reborn bottles begin the next stage of their journey and find their way back onto shop shelves to once again become iconic products.

AND JUST LIKE THAT, THE ENDLESS CYCLE IS READY TO START ALL OVER AGAIN.



DID YOU KNOW...

A glass bottle can go from your recycling bin back onto store shelves in as little as 30 days!



DID YOU KNOW...

Recycling just one glass bottle can save enough energy to power a lightbulb for four hours!

WHY RECYCLE GLASS?

1

ENDLESS RECYCLABILITY AND INTEGRITY

Glass retains all of its protective properties, to be able to keep us healthy and keep products tasting as intended no matter how many times it is recycled.

2

CONSERVING NATURAL RESOURCES

Recycling glass saves on raw materials and reduces energy and water consumption during manufacturing.

3

LOWER CARBON EMISSIONS

Using recycled material in glass production reduces carbon emissions, saving 670 kg of CO₂ per tonne.

4

PROMOTES A HEALTHIER FUTURE:

Achieving circularity in glass is a collective effort from consumers, brands, and governments to create a healthier future – one we can all benefit from.

JOIN THE MOVEMENT AND HELP US BUILD A BETTER FUTURE!

Now that you understand the importance of glass recycling and its endless cycle that holds unlimited potential, you can help us spread the word!

SHARE YOUR MOST ARTISTIC IMAGE ON SOCIAL MEDIA WITH OUR HASHTAG:

#EveryLastBottle

KEEN TO LEARN MORE?

Want to expand your recycling knowledge and discover the benefits of glass recycling for you, your brand or your home community? Explore our resources online:



WWW.VETROPACK.COM



[FRIENDS OF GLASS](#)



[VETROPACK GROUP](#)



CORPORATE.COMMUNICATIONS@VETROPACK.COM



vetropack

Supports the
Friends of Glass campaign