

Press release

Paris, January 23, 2025

Verallia France announces the 16th edition of the Verallia Design Awards, mentored by Sylvie Amar: a funky touch for bold and sustainable design.

Verallia France, a subsidiary of the Verallia Group, the European leader and the world's third-largest producer of glass packaging for beverages and food products, is launching the 16th edition of the Verallia Design Awards, a competition now recognized by students and recent graduates from design, packaging, and fine arts schools.

As it enters its 16th edition, the competition is reinventing itself with a resolutely sustainability-focused approach, echoing Verallia's purpose of "reimagining glass to build a sustainable future" and the unique qualities of glass. This year, the main theme, "Funky and committed glass: Bold design in the service of sustainability," invites designers to unleash their creativity and bring a fresh touch to sustainable glass packaging, leveraging the new 100% electric furnace at the Cognac site.

A major new feature enriches this edition: the Decoration Award, which highlights the central role of decoration in differentiating and showcasing this millennia-old material. Sylvie Amar, an omni-designer and a key figure in design dedicated to gastronomy, will be the mentor of this edition, bringing her expert and inspiring perspective to guide participants in their exploration of sustainable design.

A bold theme to reinvent glass with creativity and responsibility

The theme « **Funky and committed glass: Bold design in the service of sustainability** » reflects Verallia's desire to combine product innovation and technological innovation, while raising awareness among young designers about the environmental impact of glass production.



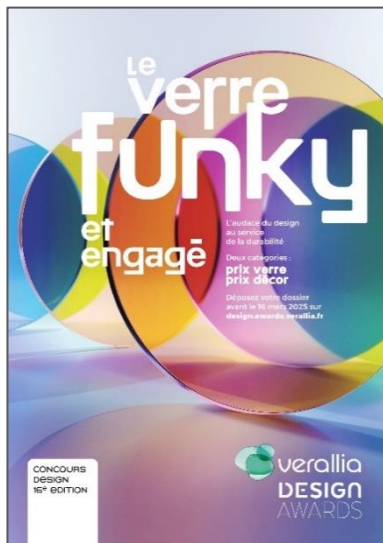
For this edition, Verallia celebrates responsible innovation by highlighting the 100% electric glass furnace, inaugurated in September 2024 in Cognac. This technology, with the largest production capacity in the world, reduces CO₂ emissions by 60% compared to a traditional furnace, marking a major advancement in the decarbonization of the production process and reinforcing Verallia's commitment to sustainability.

The Glass Award, a historical pillar of the competition, aligns with this dynamic by inviting participants to push the boundaries of creativity. **With this environmentally friendly technology, designers are encouraged to create bold designs in white glass that enhance the purity of the material, playing with shapes and textures.**

« This edition celebrates creative boldness and responsibility. With Verallia's first 100% electric furnace, we offer young talents a unique opportunity to reimagine glass and combine creativity, aesthetics, and environmental commitment. This edition invites daring originality and diving into a world where glass packaging challenges conventional packaging norms, while affirming its place as a material serving a more sustainable future. Perfectly resonating with our purpose: reimagining glass to build a sustainable future, » **emphasizes Maud Dubois, Marketing Director of Verallia France.**

Thus, **three Glass Awards will be given in categories corresponding to the main markets of the Cognac furnace: rosé wine, white spirits, and amber spirits.**

Also, **Verallia is introducing the Decoration Award this year**, a new category that celebrates graphic art with vibrant designs applied to glass. This award reflects the expertise of Verallia France's Décor Division, which combines creativity and technical mastery to enhance glass bottles, offering innovative and customized decoration solutions.



Designers will be tasked with transforming the Ecova Revolution Bordelaise bottle, a symbol of eco-design, into a true funky masterpiece. With vibrant colors and designs that captivate the imagination, **the Decoration Award invites reinterpretation of glass as a full-fledged artistic medium, making the packaging as attractive as the product itself.**

This new Decoration Award enriches the competition's offerings by complementing the traditional Glass Awards as well as the special prizes: the Mentor's Favorite and the Verallia Employees' Favorite.

The winners will receive awards to recognize their talent and creativity. **Some projects may be developed and commercialized afterward, as has been the case in previous editions.** This is concrete proof that the Verallia Design Awards competition is a true professional springboard for students and for shaping the future of glass packaging.

A new edition under the mentorship of an exceptional mentor: Sylvie Amar.



With her recognized expertise and holistic approach, **Sylvie Amar, an omni-designer and ENSCI graduate, is the mentor for this edition.** Founder of her global design agency in 1997, **she has established herself as a reference in the food industry,** collaborating with world-renowned chefs such as Pierre Gagnaire, Olivier Roëllinger, Yann Brys, and Claire Heitzler.

Thanks to her refined and elegant style, as well as her ability to combine creativity and precision, she perfectly embodies the bold and committed spirit of this competition. **Her unique approach, blending product design, scenography, branding, and packaging, makes her a valuable ally in inspiring young talents.**

She will also play a key role in the final deliberations, sharing her insightful perspective on the boldest and most eccentric projects.

For Sylvie Amar, the Verallia Design Awards competition "has always been the most realistic of design competitions; it is a true gem of industrial design and a beautiful



showcase for our profession. The Verallia brand has always made it a point to offer students a real case study with constraints and by sharing its glassmaking expertise, which is extremely rare. I am proud to be the mentor for this sparkling and funky edition, and I have only two words to say to the students: Be Bold!"

Additionally, **several initiatives are being implemented by the Verallia teams and mentor Sylvie Amar to highlight the unique properties of glass and support young talents in their exploration of new creative perspectives:**

- Sylvie Amar will share her expertise during a **webinar for candidates**, providing them with insights on how to enhance the purity of glass through bold and environmentally friendly designs.
- **Visits to Verallia's industrial sites, including the Cognac site**, will be organized in January and February with Sylvie Amar, to discover the industrial process of glass packaging manufacturing.

Key dates for the 16th edition of the Verallia Design Awards:

- › Project submissions: **until March 16, 2025**
- › Jury deliberation : **May 20, 2025**
- › Award ceremony : **June 26, 2025**

With **17 years of existence**, the Verallia Design Awards have increasingly established themselves as a springboard for young designers. **Last year, 460 participants from 97 schools competed in the 6 rewarded categories.**

Additionally, over the years, several award-winning projects have been developed in collaboration with our clients, including **La Flûte Gothic (2018), La Serac (2016), and La Côte des Roses (2010)**, demonstrating the tangible impact of the competition.

Find all the information about previous editions of the Verallia Design Awards and the winners at this link: [Verallia Design Awards](#)



About Verallia

At Verallia, our purpose is to reimagine glass to build a sustainable future. We aim to redefine how glass is produced, reused, and recycled, making it the most sustainable packaging material in the world. We join forces with our customers, suppliers, and other partners throughout our value chain to develop new, healthy, and sustainable solutions for everyone.

With nearly 11,000 employees and 35 glass plants in 12 countries, we are the European leader and the world's third-largest producer of glass packaging for beverages and food products. We offer innovative, customized, and environmentally friendly solutions to more than 10,000 companies worldwide. Verallia produces over 16 billion glass bottles and jars and achieved a turnover of 3.9 billion euros in 2023.

Verallia's CSR strategy has been awarded the Platinum Ecovadis medal, placing the Group in the top 1% of companies evaluated by Ecovadis. Our CO2 emissions reduction target of -46% for scopes 1 and 2 between 2019 and 2030 is validated by the Science Based Targets Initiative (SBTI). It aligns with the 1.5°C warming limit trajectory set by the Paris Agreement.

Verallia is listed on the A compartment of the regulated market of Euronext Paris (Ticker: VRLA – ISIN: FR0013447729) and is included in the following indices: CAC SBT 1.5°, STOXX600, SBF 120, CAC Mid 60, CAC Mid & Small, and CAC All-Tradable.

In France, Verallia perpetuates glassmaking expertise through its 7 plants located in Lagnieu, Cognac, Chalon-sur-Saône, Oiry, St-Romain-Le-Puy, Vauxrot, and Albi. Anchored close to the needs of the wine and food sectors, Verallia France is a leading local player, with more than 2,000 employees across the country.

About Sylvie Amar

Omnidesigner© and graduate of ENSCI (École Nationale Supérieure de Création Industrielle), Sylvie Amar is a virtuoso of design, a multi-creator who is sensitive, curious, and demanding, advocating for the clear interpretation of her concepts. In 1997, right after graduating, she founded her global design agency to meet various needs and expectations in the Art of Living, with a very particular specialization: gastronomy.

Within a few years, her expertise and elegant, refined style opened the doors to the greatest chefs and pastry chefs. Renowned names in French gastronomy, such as Pierre Gagnaire, Olivier Roëllinger, Jean-Georges Von Gerichten, Jean-Michel Lorain, Sébastien Serveau, Yann Brys, and Claire Heitzler, trust her because she perfectly understands the complexity of the hospitality industry and the precision required for solutions.

Today, her holistic approach, common sense, and deep knowledge of the food industry allow her to bring creative ideas and strategic vision to the culinary professions, agriculture, the food industry, and hospitality.

Sylvie Amar embodies the brands she works for: product design, scenography, retail concepts, brand strategy, branding, packaging, and communication are her daily tools to tell the right story and deploy her vision.

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