

# Collaboration with **BUCHER EMHART GLASS** bolsters new **VETROPACK** plant

With **VETROPACK** building its state-of-the-art plant at Boffalora sopra Ticino, the company was careful to choose the forming machines of **BUCHER EMHART GLASS** as an important part of its 'Project Future' – which has sustainability at its heart.

**V**etropack Group, one of Europe's leading glass manufacturers, is investing over CHF 400M in a new plant at Boffalora sopra Ticino near Milan - drawing on equipment and expertise provided by Bucher Emhart Glass.

Vetropack Italia S.r.l. has been part of Vetropack since 2015, although its history in glass manufacturing goes back more than five decades. With its previous site being around 25 km from Boffalora sopra Ticino, at Trezzano sul Naviglio, the location had started to prove unsatisfactory towards meeting Vetropack's objectives over the longer term, which is why the company decided to start afresh at a new site.

### SERVING GROWTH

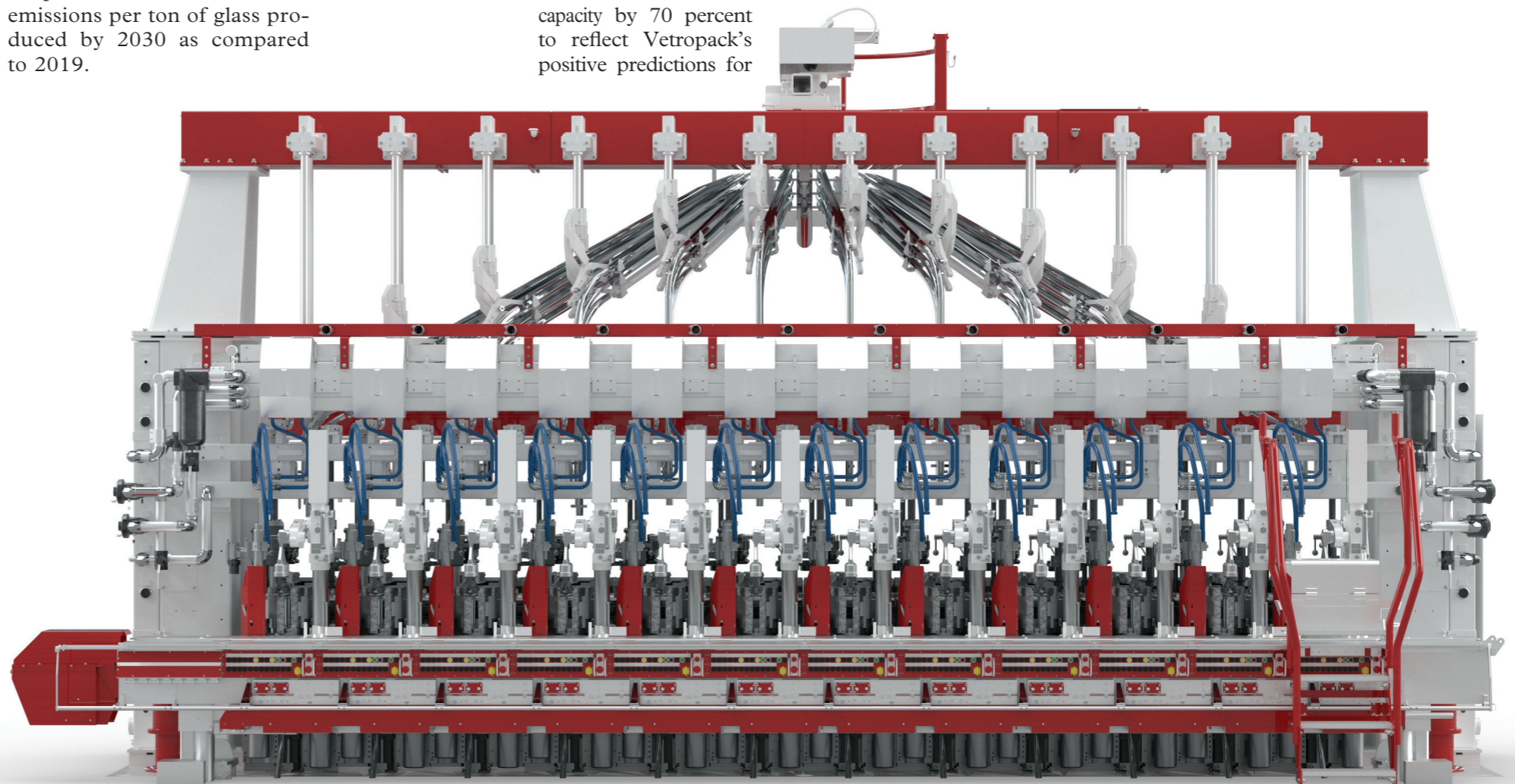
The new plant will serve Vetropack's clients in Italy, which is home to several global brands and has long been a vital market for the Group. The site will make use of high-performance smart technologies to advance a host of benefits - including more flexible production, increased capacity and a strong focus upon sustainability in respect of construction, resource efficiency and working processes. For

example, green electricity generated from solar panels will also be used to run the plant - thereby moving Vetropack towards its target through a 30 percent reduction in CO2 emissions per ton of glass produced by 2030 as compared to 2019.

### SENSITIVITY TO THE ENVIRONMENT

Covering a total area of 347,000 m2, the plant is being built on the site of the former Reno De Medici paper mill. On 13 November 2018, Vetropack Management announced the construction of the new glass-works in Boffalora sopra Ticino, with buildings carefully designed to harmonize visually with the surrounding landscape - all whilst protecting the local environment. Indeed material from the demolition of an existing building has been reused in the construction of the new one, and the finished site is to include 31,000 m2 of green space.

Production is expected to start in the second quarter of 2023, with two furnaces operating. This will increase current capacity by 70 percent to reflect Vetropack's positive predictions for







the Italian market. All current employees at the previous site have been offered a transfer and training for the new production equipment has been in progress since 2020.

**INITIAL CONTACT**

Bucher Emhart Glass (BEG) first heard of Vetropack’s ‘Project Future’ in February 2019, when details of the plans began to appear in the trade and general press. ‘We knew right away that we wanted to be involved,’ says Jan Herold, who would later become project manager in the collaboration. ‘But we couldn’t imagine how much work we would have to do to develop our quote and win the deal.’

Rather than stipulating the exact equipment to be supplied, Vetropack invited potential partners to develop a technical concept for its new production setup.

To work out the details, technical discussions were held between Jan and Michael Funkler, Key Account Manager for BEG, as well as with Dennis Gsell and Martin Wakolbinger of the Vetropack Technical Group.

BEG’s team was supported by product managers Dominique Vassaux and Fabrizio Ferrero, engineer Urs Gabriel and project manager Giulio Terlizzi, while for Vetropack Ms Von Hänisch helped develop the tender documentation alongside Dennis and Martin. BEG’s VP Sales Werner Gessler and President Matthias Kümmerle also helped to coordinate the work.

**FROM PROPOSAL TO DEAL**

In November 2020, the official tender document was dispatched from Vetropack to BEG. ‘Over the following five months, we created the biggest quote I

have ever seen at BEG, which ran to a whopping 323 pages,’ says Michael Funkler. ‘The document included our proposal for the forming machines themselves, plus a very detailed quote for staff training. When we got it printed, a single copy of our quotation weighed 2.5kg!’

The BEG quote arrived at Vetropack in March 2021. After two steps of the official tender, Vetropack made evaluations of the tender documents of four suppliers. Then after four negotiation sessions over June of that same year, Emhart Glass was announced to be the tender winner. Having nailed down the scope of the job, Werner Gessler and Vetropack’s Head of Corporate Procurement, Ulrich Ruberg, met to hammer out costs and terms before the companies’ two leaders, Matthias Kümmerle and Johann Reiter, agreed upon

the final price and shook hands on the deal. Now it was official: BEG would be playing a central part in Project Future. Production of the eight machines was duly scheduled from March to July 2022 at BEG’s manufacturing facility in Johor Bahru, Malaysia, with installation set to start in September.

**A TRADITION OF ARTISTRY**

‘I think what really made the difference for BEG winning the contract was the package of technical solutions we created - specifically tailored to the customer,’ says Michael Funkler. ‘On top of that, we were able to offer some flexible commercial conditions - and Werner helped us find the right price.’

As Jan explains: ‘Vetropack’s final choice of BEG equipment reflects the dual focus that Vetropack Italia has always had - serving the food and beverage industry with products ranging from high-end bottles down to the traditional jar. At the same time Vetropack Italia has always had a reputation as a plant of specialists. The IS machines provided will allow the new plant to continue the Vetropack Italia tradition of handling intricate container designs that allow smaller



brands to differentiate themselves in the market.’ The custom details for the IS machines were overseen by both Urs Gabriel and Fabrizio Ferrero.

Another key part of the BEG proposal was a special mould design, developed by Dominique Vassaux that would allow the reuse of existing moulds from the Trezzano sul Naviglio plant. As well as saving significant cost for the customer, this also eased the process of transferring production from the old facility to Boffalora sopra Ticino.

‘We were delighted to be chosen to supply the forming machines for Boffalora sopra Ticino,’ says BEG President Matthias Kümmerle. ‘We always knew that we had the right mix

of technical skill and added-value service to meet the need, but we also knew that we had to prove we could deliver. I was truly proud of how everyone on our side played their part in the tender, and I’m also grateful to Vetropack’s team for the positive and collaborative approach they took during negotiations.’

With all the details of the project confirmed, the stage was set for the production of the machines - which we will cover in our next article in this series. ■



From left: Roman Yatsuk, Jan Herold, Martin Wakolbinger, Giulio Terlizzi, Nicola Ventrella, Giovanni Depoli, Michael Funkler

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