



BLOG IN A BOTTLE

We love glass. Why? Because it's good for you, your family and the environment. Here you'll find out why...



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Designing the Future of Glass

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The future is now. At least, that's what the people at **Verallia Portugal** believe. The role of glass as a food and beverage packaging material has a rich history extending back thousands of years. While glass packaging is usually associated with more upscale brands and products, the demands of today's consumer are very different from those of ancient Rome.

While glass technology has made large strides in architecture and electronics, glass packaging designs have remained relatively unchanged for thousands of years. "Conquering new markets and consumers" is the challenge that Verallia has issued to higher education students in the design field. The competition consists of anticipating new trends in consumption and predicting potential future needs in the glass packaging sector. Contestants can choose from wines, beers, sparkling, spirits and liqueurs, oils, waters, juices & sodas or jars and bottles. Their proposals can also be geared to niche or mass market, offering solutions for glass

packaging, advantages for consumers and differentiating the glassmaker.

A [website](#) has even been created to help potential designers find out more information and the rules. The jury that is responsible for evaluating and selecting the lucky winner are from a variety of different backgrounds in, and connected to, the glass packaging industry; from wine industry experts to design and trends agencies, the panel is guaranteed to draw from its diverse background to choose the most inspiring design.

Verallia Portugal will award the fourth place winner with a summer internship at Verallia Portugal, and the fifth place winner with the opportunity to interview with the General Director and Human Resources Director. The top three designs will be given cash prizes. While the competition from lighter, unbreakable packaging alternatives continues to put the pressure on the glass industry; by embracing its long-standing heritage, its inert qualities and its beauty, glass is sure to secure its place as a packaging solution for the future.

What do you think the future of glass packaging is? Tell us on Facebook, or share with us on twitter at @GlassFriendsEUR

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