

The Wine Mirror

A VERALLIA PUBLICATION

RECYCLE GLASS WEEK 2010

© SGCI 2010 • SPECIAL ISSUE

2010 Clear Choice Awards



2010 Clear Choice Award Winner, "The Tentacle"



Post-Sold
US Postage Paid
Permit 1277
Sacramento, CA

Eight Arms Cellars' "The Tentacle" has won the wine category of the 2010 Clear Choice Awards. Held annually by the Glass Packaging Institute, the Clear Choice Awards recognize innovative glass packaging in the food, beverage, and cosmetics categories. Over the past three years, 4 containers manufactured by Verallia's wine sector have received the industry's top honor.

For this award-winning package, the winery used Verallia's ECO Series™ Inspiration claret bottle. The first of its kind, this bottle was designed to maintain the characteristics of a high-end bottle—full punt, high, round shoulder—while being considerably lighter at 16.5 oz (468g). "The Tentacle" wine bottle not only answers consumer demand for greener products but complements the winery's "Drink Red Go Green" mantra. The small family-owned winery in Berkeley, California, sources grapes from well-established vineyards in the Napa and Sonoma wine regions in an effort to make the best Syrah wines possible while "incorporating the variability of each unique vintage in every bottle." The grapes chosen for this 100 percent Syrah blend are either organically or sustainably grown in mainly steep-sloped, rocky locations.

Eight Arms Cellars is committed to sustainable practices and strives to reduce carbon and fossil fuel usage wherever possible. In addition, a portion of the sale of every Eight Arms Cellars bottle is donated to help combat global warming. The ECO Series™ bottle, produced by Verallia's Madera and Seattle plants, fits perfectly with the product preserving the quality of the wine while reducing the average packaging footprint by 25%. Only 152 cases were produced of this unique wine which retails for \$12 per 750ml bottle.

Recycle Glass Week

September 12-18, 2010

Verallia has joined glass container manufacturers, suppliers, and recyclers nationwide in holding recycling awareness and collection events in celebration of the Glass Packaging Institute's (GPI) Recycle Glass Week, September 12 - 18, 2010.

The online recycling education program featuring Captain Cullet and the Little Gob O' Glass offers a well-rounded program to elementary schools, teachers, home school teachers, parents, and students alike. In the animation and education materials, Captain Cullet is the main character. He is a robot who crushes glass into cullet,

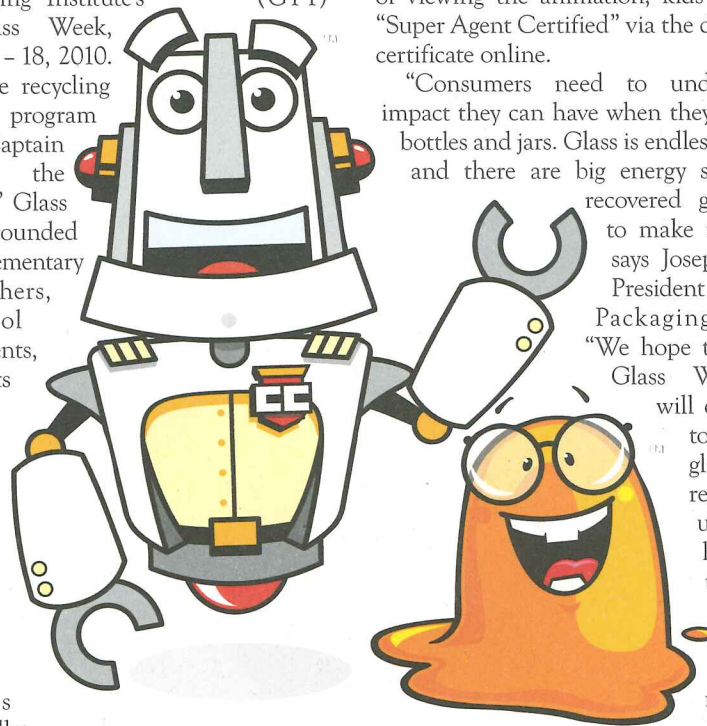
or crushed glass containers, to be used again in the manufacture of new glass packaging. His sidekick, the Little Gob O' Glass, is a drop of hot molten glass—the form of glass just before being molded into a container.

In its third year of programming for school-aged children, the Captain Cullet online tool focuses on two educational animations.

In this year's animation, "Becoming a Glass Super Agent," the duo focuses on the science of making glass as they give students a tour of a working glass factory and cover the benefits of glass and the critical need to recycle glass for a greener environment. Upon completion of viewing the animation, kids can become "Super Agent Certified" via the downloadable certificate online.

"Consumers need to understand the impact they can have when they recycle glass bottles and jars. Glass is endlessly recyclable, and there are big energy savings when recovered glass is used to make new bottles," says Joseph Cattaneo, President of the Glass Packaging Institute. "We hope these Recycle Glass Week events will call attention to the value of glass container recycling and, ultimately, help us reach the goal of using 50% recycled glass in the manufacture of new containers by the end of 2013."

To celebrate the second annual Recycle Glass Week, Verallia North America has created a new look for the Captain Cullet web site with more functionality and downloads. Videos and downloadable files are free and available online at www.captaincullet.com.



How can a winery contribute to the glass recycling effort?



Glass containers, such as wine bottles, beer bottles, and glass jars, are endlessly recyclable without a loss of quality or purity. The recycled crushed glass, known as cullet, is used to replace or supplement raw materials, including sand, soda ash and limestone. Turning recycled glass into new containers requires an average of 40% less energy than is required for raw materials alone. For every six tons of recycled container glass used, a ton of carbon dioxide is reduced in the process.

Verallia has made great strides in its use of cullet in its manufacturing process. In 2009 Verallia North America increased its overall post-consumer cullet purchased by 12.7% from 2008. This recycled material equals 2.4 billion containers that were recovered from the U.S. waste stream saving over 11 million cubic feet of landfill space. These containers laid end-to-end would circle the earth 13 times or even reach the moon and start the return trip!

Readers of *The Wine Mirror* have been asking how they can help contribute. The following are some tips on recycling your used glass containers:

1. **CONTAINER GLASS ONLY.** Some glass, such as that used in tempered glass, oven ware, Pyrex, light bulbs, and other non-container glass, is not recyclable as it may contain contaminants that should not be introduced into our manufacturing process. These contaminants have a different chemical composition than glass containers and can cause defects to the glass products and disrupt the process. For the same reason, ceramics should not enter the glass container recycling stream. We use resorting systems to remove these other types of glass and ceramics but they work much better when there is little to extract from the cullet.

2. **ALL CONTAINER GLASS.** Regardless of color, all container glass can be recycled. To produce Flint (clear) glass, cullet needs to be color-sorted in order to avoid putting too much colorant in the finished glass. Optical resorting systems allow us to do this but, ideally, glass should be sorted by color as in some countries, such as Switzerland and New Zealand.

3. **REMOVE METAL AND PLASTIC.** The recycling process involves heating cullet in massive furnaces, where paper harmlessly burns away, but metal does not. Often these items will be separated by the cullet processors; however, it is good practice to remove bottle caps, lids, and capsules before recycling.

If you are a winery or a significant user of glass containers (bars, restaurants), Verallia, along with GPI, offers specific solutions to help you recycle. For more information, contact *The Wine Mirror* at thewinemirror@saintgobain.com.

