

Verallia invests and upgrades its production facilities in France: At Saint-Romain-le-Puy, glassmaking tradition lives on with the furnace-lighting “match ceremony”.

Verallia France, the French subsidiary of the Verallia Group, the world's third largest producer and Europe's largest producer of glass packaging for beverages and food products, has just completed the modernization of one of the 13 furnaces within its national manufacturing network. The Saint-Romain-le-Puy site (Loire) site has renovated its N°3 furnace, enabling the plant to maintain its production output while reducing its energy consumption.

Renovating a furnace: a large-scale project

The service life of a glass furnace is about 15 years. Designed to run continuously, it is only fired up twice in its life: at start-up and then at the time of its partial renovation halfway through.



“Furnace number 3 was built in 2015 and was shut down on August 23 for its partial rebuild. 467 people from 82 different companies worked together for 49 days.” explains Fabrice Faure – Verallia plant manager at Saint-Romain-le-Puy.

According to this tradition, Isabelle Bardon - godmother and site employee for 25 years – and Rodolphe de Pins – godfather and customer, president of Cru Lirac and owner of Château de Montfaucon – were given the honour of symbolically restarting the furnace during the lighting ceremony, known as the match ceremony, on Thursday, September 29, 2022.

During this ceremony, glass tradition requires that the flame be transferred from one furnace to another. The godmother and the godfather followed this gesture: the fire of the furnace N°2, currently in activity, was transferred to the furnace N°3 for its restart.

Did you know?

A furnace renovation involves 6 steps:

Draining, distempering (gradual cooling of the furnace), demolition, reconstruction, heating-up and filling the furnace.

The furnace lighting ceremony closes the reconstruction phase.

The heat-up process, or the gradual rise in temperature, takes 10 days to reach the 1,600°C required to make glass.



Tradition and flexibility symbolize the Saint-Romain-le-Puy site

130th anniversary in 2023
215 employees
800,000 bottles / day with
2 furnaces running continuously
5 colors

Verallia's location in Saint-Romain-le-Puy since 1893 is the result of a long glassmaking tradition due to the proximity of the mineral water source (Parot) and the supply areas for the raw materials needed to produce glass (sand from the Loire, basalt, etc.).

A true source of pride in glassmaking expertise for employees, the plant is one of the only Verallia France sites to offer several glass colors (flint, green, dead leaf, cannelle) **and the only one to manufacture the famous Tradiver color, characteristic of vintage wines.** *"The uniqueness of the site lies in its high flexibility of colors offered to our customers that we accompany on the markets of still wines, carbonated wines (ciders, sparkling, champagnes ...) or spirits and oils. Renovating our furnaces is our way of continuing to perpetuate a French glassmaking tradition of quality for our French customers,"* continues Fabrice Faure.

The importance of maintaining and modernizing production facilities for Verallia

Upholding local glassmaking traditions to building a sustainable future for a production site passes by the renovation of a furnace. At Saint-Romain-le-Puy in 2020, it was furnace N°2 (built in 2012) that was given a mid-term upgrade.

The group regularly invests in its production capacities both to ensure the long-term viability of its equipment and maintain its industrial performance, but also to anticipate the future. *"Each furnace rebuild is an opportunity for Verallia to develop technologies and improve the energy efficiency of its production facilities. With this partial repair, we prepared the furnace to change the energy mix towards more electricity and less fossil fuel, thus reducing our environmental footprint,"* concludes Fabien Marion – Industrial Director, Verallia France.

This partial renovation is one of the many decarbonization initiatives undertaken by the Verallia Group to achieve its objective of a 46% reduction in CO2 emissions (Scopes 1 and 2) in 2030.

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About Verallia

At Verallia, our purpose is to re-imagine glass for a sustainable future. We want to redefine how glass is produced, reused and recycled, to make it the world's most sustainable packaging material. We work in common cause with our customers, suppliers and other partners across the value chain to develop new healthy and sustainable solutions for all.

With around 10,000 people and 32 glass production facilities in 11 countries, we are the leading European and the third largest producer globally of glass containers for food and beverages, providing innovative, customized and environmentally friendly solutions to more than 10,000 businesses around the world.



Verallia produced more than 16 billion bottles and jars and achieved revenues of €2.7 billion in 2021. Verallia is listed on compartment A of the Euronext Paris stock exchange (Ticker: VRLA – ISIN: FR0013447729) and belongs to the SBF 120, CAC Mid 60, CAC Mid & Small et CAC All-Tradable indexes.

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. Based as closely as possible to the needs of the wine and food industry, Verallia France is a leading local player, with more than 2,000 employees throughout the country.