



Press release

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Verallia facilitates its customers' product development process

With the new version of its Virtual Glass packaging creation tool, Verallia enables its customers to obtain realistic renderings of their projects of exceptional quality and in record time. Verallia introduces the new version of Virtual Glass to help its customers optimize their development time – time to market- and their costs. The result of a significant R&D effort, this digital tool makes it possible to create and visualize glass packaging (bottles and jars) filled, labelled and encapsulated with a realism never before achieved. At the forefront of virtual reality and 3D computing technologies, Virtual Glass very quickly generates hyper-realistic renderings of unprecedented quality in terms of image definition. These renderings include up to six models and can be used for communication purposes (online catalogue, promotional visuals, etc.).



"Ease, speed, quality: these are the key strengths of Virtual Glass! In a few minutes, the tool allows you to test models and their packaging before showcasing them and obtain renderings as good as a high definition photo. It is a collaborative design work tool. More than a decision-making aid, it is also a marketing aid!" explains Karim Bousabah, Marketing Director of the Verallia Group.

With this new tool, accessible only from MyVerallia - Verallia's customer portal - it only takes a few clicks to generate a realistic look and feel for a complete package. After choosing a bottle from the catalogue, customer can add the content and/or a cap of their choice, and import their own labels. They then visualize their product project, placing it in a neutral or realistic scene, and can compare it with another project or an existing product.

The users can share their creations with their interlocutors. Virtual Glass is thus a valuable tool for Verallia's customers' marketing and product development departments, who can test their ideas in collaboration with other departments and save time.

Launched in France, Italy, Spain and Portugal, Virtual Glass will soon be available in all countries where Verallia is present.

Discover a video previewing Virtual Glass: <https://fr.verallia.com/en/virtual-glass-test-launch>

About Verallia

An independent Group, Verallia is the third largest global manufacturer of glass containers for food and beverages, and proposes innovative, customized and environmentally-friendly solutions.

€2.4 billion revenue with 16 billion glass bottles and jars produced in 2018. Around 10,000 employees, and 32 glass production facilities in 11 countries.

For more information: www.verallia.com.

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