

STOELZLE MASNIÈRES PARFUMERIE SAS THE BEAUTY OF GLASS



STOELZLE MASNIÈRES PARFUMERIE

STOELZLE MASNIÈRES PARFUMERIE SAS, THE RENOWNED FRENCH GLASS FACTORY, HAS TURNED THE CHALLENGE OF THE GLOBAL PANDEMIC INTO AN OPPORTUNITY TO UPGRADE AND EXPAND ITS PRODUCTION FACILITY.

THE BEAUTY OF GLASS

PROJECT MANAGED BY: HAYDEN TURNER

Stoelzle Masnières Parfumerie SAS, formerly known as Verreries de Masnières, the manufacturer of glass containers for the perfume and cosmetics segment, boasts an impressive history going back to 1818.

In 2013, the glassworks as well as the nearby decoration company joined Stoelzle Glass Group and became Stoelzle Masnières SAS and Stoelzle Masnières Décoration SAS. In May 2015 the corporate forms of the two French sites were changed to Stoelzle Masnières Parfumerie SAS and Stoelzle Masnières Parfumerie Décoration SAS.

Joining the Stoelzle Glass Group, which has its Headquarters in Austria, was a key step towards success. Stoelzle is a global player with a glassmaking tradition exceeding 200 years and has been known for its excellence in the manufacturing of high-end packaging glass for the pharmaceutical, spirits, food, perfumery and cosmetic industries in a huge variety of different designs and sizes.

"The acquisition by Stoelzle was a significant milestone and the start of a period of extensive investment in the factory. Over the last five years, more than €15 million have been invested in the plant's modernisation," affirms CEO Etienne Gruyez.

The Stoelzle Masnières facility runs one furnace with four lines and produces over 90 million units per year, i.e. flacons, cosmetic jars and miniatures. The decoration site offers automatic and semi-automatic silkscreen printing with ceramics and a broad range of organic colours as well as spraying and hot foil stamping. Stoelzle Masnières Parfumerie is the sole glass producer worldwide to offer IPET treatment, a method to achieve fancy reflections on the bottle surface.

Stoelzle Masnières Parfumerie's production is intended for the international high-end perfumery and cosmetics market, and most of the products are designed and manufactured specifically for global luxury brands such as Givenchy, L'Oréal, Estée Lauder and many more. The fact that the company is not only a glass manufacturer but offers a complete package from design to decoration is a clear competitive advantage.

MAJOR INVESTMENT

Mr Gruyez explains that despite seeing a reduction in demand due to the 2020 pandemic, the company has committed to an investment of €20m in facility modernisation and expansion, showing clear confidence in the future. Since the furnace had come to an end, it was completely refurbished and modernized at the end of 2020 in order to restart production in early January 2021 after a brief shutdown of only 8 weeks.

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In the heart of the Po 'Valley in Traversetolo (Parma), comes to life at the end of the 90's "ALL GLASS s.r.l." company.

The company quickly specializes in the COLD-END sector thanks to the know-how of the founders and soon becomes an important national and international supplier of the biggest Glass Multinationals.

Over the years, thanks also to the continuous requests from the market, the company has studied, designed and supplied numerous equipment that has been "standardized" and "customized" to make them more and more effective and increasingly performing following the specific requests of the final user.

Analyzing the specific requests of the market, All Glass has also rapidly developed an important section dedicated to handling perfumery and miniature products which, considering the peculiarities of their shape and small size, must be managed and handled with extreme care.

The continuous evolution of glass containers due to more and more consistent enforcement of marketing over the years has led to a real transformation of the same, which are now marketed in many different shapes and sizes.

These peculiarities have imposed on the manufacturers' market the need to automate their equipment more and more, inserting processing aids that guarantee maximum flexibility.

An important combination of automation and flexibility can be attributed to the placing on the market of the robotic Destacker, which is designed to unload the unstable products coming from the annealing lehr onto the transport lines.

One of the first companies that installed this innovative equipment was Stoelzle in its plant in Knottingley UK which entrusted All Glass with the study of the project, design and construction of a conveyor line with Destacker.

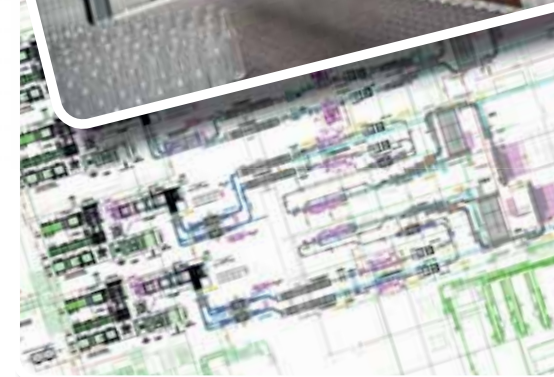
Customer satisfaction soon led to a technical / commercial loyalty between the companies and All Glass therefore began to study, design and build systems for the Stoelzle company, a solid lasting ten-year collaboration continues to mature over the years from the first supply in Knottingley UK (2010) to the latest supply in Masnierre (2020).

Our company quickly configured itself in such a way as to cope with ever more insistent market demand of a "single interlocutor" able to propose complete solutions starting from the surface treatment of the items on the lehr exit up to the palletizing, wrapping, shrinking of products.

The continuous improvement and the strong corporate targets to be a 360 ° partner for our customers has allowed us to complete our already extensive "solutions package", being able to propose over the years increasingly innovative solutions to handling and storage the products by means of AGV systems.

To empower these important prerogatives, in the coming days we are going to inaugurate a new production unit located in the proximity of Traversetolo (PR) which with its approximately 23000sqm of surface, will increase the production capacity of the company that will be able to contain on about 40000 square meters of surface used exclusively for the production, set-up and testing of equipment.

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“THE NEW FURNACE WILL BE 25% MORE ENERGY-EFFICIENT AND **REDUCE ITS ENVIRONMENTAL FOOTPRINT WITH 20% FEWER EMISSIONS.**”

“A lot of companies have stopped investments given the market uncertainty caused by Covid-19 but we have gone the other way. We believe that to remain successful, we cannot stand still, we need to move on. The new extended furnace will enable us to maintain our position as a centre of excellence for the manufacturing of high-end flacons and jars for the international perfume and cosmetics industries.”

In addition to rebuilding its furnace, a fifth production line was installed, increasing the overall production capability by over 30%. The investment will also further improve the company’s environmentally-friendly profile, says Mr Gruyez. “The new furnace will be 25% more energy-efficient

and reduce its environmental footprint with 20% fewer emissions. The investment has also been the perfect platform for installing the latest technology designed to be more ecological and efficient.”

However, sustainability is not a new topic for Stoelzle Masnières Parfumerie, a holder of Ecovadis 2020 Gold. Made from glass, a permanent material, and 100% recyclable without any loss of quality, the products already fit in the circular economy. Moreover, the company has developed novel decoration techniques such as the Quali Glass Coat that saves 77% of CO2 compared to liquid painting.

“For each new product, which is developed for our customers, we can offer environmentally



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For more than 130 years, RATH has been burning for refractory products: This makes the internationally operating Austrian company one of the most respected specialists in the field of refractory technology – with comprehensive expertise in a wide range of industrial sectors and the matching high-quality products. Expertise from which the glass industry also benefits.

A broad product and service portfolio, coupled with extensive industry-specific expertise: RATH – with eight production sites in Europe and the USA and sales representations in more than 30 countries – is today considered an undisputed competence leader in the refractory sector.

OUTSTANDING INSIDE

RATH's guiding principle is to offer exceptional service and first-class refractory materials for the lining of furnaces. Here, in-depth industry knowledge is at the top of the agenda for the approximately 600 employees: No matter whether it is for example the aluminum, ceramics or iron and steel industry, the specialists at RATH possess extensive expertise for the respective industry and understand the specific requirements and processes of the individual customer. This also applies to the glass industry: RATH supplies precision-crafted refractory products designed for a wide range of applications – from container glass, flat glass, television/monitor glass, fiberglass, art glass, hand glass and tableware through to pressware.

COVERING THE COMPLETE GLASS MANUFACTURING PROCESS

Glass is a key element in everyday life. The production of glass requires great expertise and energy costs are high. The quality of the refractory material is a key factor, both technically and economically, in this complex process. Demands which RATH meets perfectly: The RATH glass team, consisting of highly qualified experts, engineers and technicians for industrial glass applications, has extensive specialist knowledge to develop efficient and high-quality refractory materials for the glass industry – tailor-made for specific requirements. RATH covers the complete glass manufacturing process and supplies a wide range of refractory and insulating materials for all types of glass melting furnaces, regenerator chambers, manifolds, forehearth and the original Emhart Glass System for feeder wear parts.

RATH EMHART GLASS SYSTEM

RATH has been the original equipment manufacturer since the acquisition of the Bucher Emhart Glass production facility in Owensville (USA). This well-established refractory system, now called RATH Emhart Glass System, combines the advantages and expertise of both companies.

EXCELLENT GLASS EXPERTISE

To ensure perfect glass processing, only high-purity raw materials are approved for the refractory parts when it comes to purchasing and quality assurance at RATH. From melting tank to nozzle, RATH application engineers ensure that every single component is dimensionally accurate and meets the chemical and thermal requirements. In particular, the purity and surface quality of the components is a top priority for the refractory experts and is ensured by certified staff in the RATH laboratories.

Further information:

www.rath-group.com/glass

STOELZLE MASNIÈRES PARFUMERIE SAS

friendly alternatives,” says Mr Gruyez, adding that the factory uses 100% green electricity from a French hydro station. Besides, the whole glass manufacturing process, from the raw material to processing and shipment, is always carefully considered from the environmental footprint perspective.



FAST AND FLEXIBLE

The company has not become a trusted partner of global brands by chance - its impressive track record is combined with unique characteristics. Stoelzle Masnières Parfumerie is a dedicated centre of excellence, offering high flexibility in design but, most importantly, keeping pace with current market requirements, says Mr Cruyez. >>



“Speed to market has become a key factor and we have created processes and tools to achieve a product development time of 4 weeks, as opposed to the 12 weeks offered by competitors. Stoelzle’s mantra is ‘flexible, agile, reactive’, and following this philosophy, we remain competitive although we are not the cheapest.”

Stoelzle Masnières Parfumerie’s products are used for famous perfumes such as Mademoiselle Rochas, Pure XS, and - most recently - the feted L’Interdit by Givenchy. “The biggest challenge is the uncertainty of the success of any new launch. Therefore, flexibility and adaptability are >>



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WHEN GLASS INSPECTION MEETS THE LATEST DIGITAL TECHNOLOGY

IRIS Inspection Machines, based in Lyon, France, is a world leader in glass packaging inspection technology. The core activity of IRIS is in real-time high-speed image processing to detect glass defects in bottles, jars, pharma and perfume flacons. Glass inspection is a crucial step to ensure a perfect glass quality and end-user safety.

Since the creation of IRIS in 2002, the integration of digital technology has been essential to the company’s development. IRIS inspection solutions are non-contact and equipped with the latest generation of cameras, lenses and light sources. They are artificial-intelligence-based and feature self-adjusting and self-learning characteristics, including automatic recognition of glass defects.

IRIS invests more than 15% of turnover in research and development and its state-of-the-art inspection solutions incorporate advanced software and optics. The approach adopted by IRIS Inspection Machines is to deliver systems that comply with the ‘smart factory’ of the future.

IRIS motto is to spread the benefits of the most innovative technologies to all glassmakers. Therefore, all software innovations are shared among existing and new customers alike. This approach is an essential component of the company’s DNA. Achieving 95% of sales outside of France, IRIS is an international team of engineers, developers, draftsmen and technicians speaking 17 languages. Thanks to a network of international agents and technical support service centres, IRIS can support customers throughout Asia, Europe, the Americas, Africa and Australia.

Further information about the turnkey glass container inspection solutions is available from www.iris-im.com

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very important, something that we can afford as a relatively small manufacturer.”

As for most companies, Covid-19 presented another challenge in 2020, one that the company has handled well. During the first lockdown, the company was handing out glass bottles to be filled with sanitizer to the local community. Later on, reduced production was used to fully focus on facility modernisation, to be ready to face rapidly evolving demand.

“Perfume is a purchase of pleasure. It has been around for thousands of years and it will always be. But customers’ preferences are changing, also with regard to sustainability and bottle re-fills, so being adaptive

will be crucial. The old normal will not return. The only way is to move forward and adapt to change,” Mr Gruyez affirms.

He explains that as there are no more schools for glass making in France, the company has a special role in sustaining the trade, and is a recognised training centre. “The most important aspect of our industry is a human skill. Know-how is something you cannot buy. Glass manufacturing may not be perceived by young people as interesting, but the latest, advanced technologies make it truly fascinating. This is an old industry that uses the latest technology - a perfect example of adaptation.” ☺

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