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## KEEP THINGS PERSONAL

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In this electronic age, everything is constantly available faster, more efficiently, cheaper and better than before. This, of course, is a wonderful thing. Or is it?

Unavoidably, there are occasions when the most valuable commodity is time. How fast can this be done? Who can meet the deadline? But we also have to ask ourselves whether there is really any substitute for that personal touch. Is there anything that truly compares to looking a valued colleague - with whom you have built a personal, as well as professional, relationship - in the eye and shake their hand as you close a contract?

We do not judge. We merely ask the question. And we certainly see the benefits of both.

But, here at Heye International, we would be lying if we said we

## INTRODUCTION

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So, the "Future of Glass" has been explored and everything is looking good!

I am talking, of course, about our 2011 Symposium held last month. We welcomed Glass Experts from all over the world to see firsthand where we, in the container glass industry, have come from, to appreciate where we are, and to think about where we are going. The feedback from the delegates has been excellent and, as a result, we have already committed to repeating the event on a regular basis for the foreseeable future.



More than that, it has already been a hugely positive year for Heye International! Physically we have renewed and expanded; technologically we have advanced; and personally we have welcomed new friends, both as employees and business partners.

Yours,  
Dirk Pörtner

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## GLASS ELITE MEETS AT HEYE INTERNATIONAL "FUTURE OF GLASS" SYMPOSIUM 2011

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The motto for 5 and 6 September was "The Future of Glass". More than 50 experts from the glass industry came together at the Heye International Symposium. The guest list consisted of representatives from leading glass container manufacturers throughout the world, including the United States, Mexico, China, India, Thailand, Russia and, of course, Germany and Europe.

wouldn't prefer, in all ways, to keep things personal.

## IMPRINT

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On the first day, the topic of future trends was on the agenda. Futurologist Patrick W. Jordan gave a preview of Super Trends for the 21st Century, which was followed by a quantitative forecast of the global glass market by Euromonitor. This led to a wider discussion between the speakers and the audience about strategies and opportunities for the container glass industry. After this look into the future of glass manufacturing, the evening was a journey into the past, at the "Gernheim Glassworks" industrial museum. A traditional glass maker hand-blew an historic storage jar, as used in the 19th Century for preserving food, before the very eyes of the fascinated visitors.

The second day was marked with customers' success stories and discussions on technical solutions for the production process, the underlying objective being to find ways to produce container glass even more efficiently and more sustainably. Solutions for assortment production and the new press duration control system were discussed, as well as innovative camera-based inspection systems.

The programme was rounded off by a visit to the city of Hamelin, home of the famous Pied Piper of Hamelin. The symposium guests appreciated the balanced programme and talked of it as one of the best industry-related events in recent years.

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## ANCIENT AND MODERN

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One of the most wonderful parts of our recent Symposium was a visit to and tour of the Gernheim Glassworks & Museum (Glashütte Gernheim).

These days, we take for granted the ease with which machines produce exactly what we want at speeds and qualities that humans could never match cost-effectively. Modern IS-Machines, with multiple sections and computer-controlled operation can produce hundreds or thousands of perfect articles faster than a man could produce ten.

On paper, there is no competition. The machines are better for business and profits. But, here at Heye International, we believe that we should never lose sight of our origins and our heritage. Where we came from is an integral part of what we are; and we will never forget it.

And, in any case, there are still things that a machine cannot do. Working glass as an art form, as with painting or sculpting, is something that no machine can truly do because the skills and inspirations of the artist cannot be artificially recreated.

So, we at Heye International embrace the reality that sees technology gradually replacing man in many mundane tasks and therefore leaves true artisans with the freedom to express themselves.

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## HEYE GOES DUTCH IN WIDE-MOUTH CONTAINERS

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Here at Heye, we think of ourselves as, well, International - unrestrained by international borders or prejudices.

So, we have been delighted to be instrumental in the upgrading of a glass factory and fellow member of the Ardagh Group in Dongen, Netherlands. The target for machine speed was CR 25 and has been proved in tests prior to installing. The two IS-Machines comprise several innovations recently launched by Heye International.

By installing our flagship Process Control system to oversee two of our new 10-section IS-Machines (which were equipped with the Heye Press Duration Control technology), we not only achieved the desired performance, production and quality targets well ahead of schedule, but proved that Press Duration Control is effective in the production of wide-mouth as well as narrow-neck containers.

Indeed, Edwin de Heer, the Ardagh Group Project leader on the job, was delighted with the mutual cooperation engendered and

the outstanding immediate performance of the facility.



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