



# **Vetreria Etrusca sustainable since 1920**

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**The factory of transparent ideas  
with its eyes on the future**



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# RESPONSIBLE GLASS

Vetreria Etrusca is a leader in the production of speciality glass containers.

It is characterised by great creative sensitivity and a constant search for the most suitable technical solutions to meet multiple market needs, from the creation of products based on original designs to the customisation of the lines in the catalogue.

Founded as a small company producing straw-covered flasks in 1920 in Montelupo Fiorentino (FI), Vetreria Etrusca has grown to become a leading Italian company, whose production is concentrated in Altare (SV). The plant provides excellent production flexibility thanks to the two furnaces which produce three glass colours: Extra White Flint, Half White and the traditional Verdetrusco® colour; symbol of the company.

A leader among manufacturing companies, rigorously upholding the Made in Italy designation, Vetreria

## *The factory of transparent ideas looking to the future*

Etrusca goes far beyond the idea of a production company, but rather a research and innovation laboratory, with particular attention to eco-sustainability and continuously expanding range of exciting products for the market.

Vetreria Etrusca deploys great resources and energies, in the awareness that they are fundamental strategic choices, for an increasingly transparent responsible future. In fact, sustainability is at the heart of every project and is the heart of a philosophy that the company has been pursuing for over 100 years. With the aim of constantly improving energy efficiency and reducing the environmental impact of its production plant, Vetreria Etrusca is committed to continuous investment in sustainable technologies, all systems have been designed with a view to energy efficiency in full compliance with the environment and the surrounding area.



## THE INFINITE LIVES OF GLASS

Talking about glass means talking about recycling, sustainability, and the circular economy. Glass tells us how it is made, the relationship between the form and the substance, the feeling it establishes with those who choose it, and which does not degrade but can be infinitely recycled to become a new container.

The circular economy represents the strategic choice and is a worldwide challenge after the global climate agreement signed in Paris.

Glass is the best example of circular economy, as it is 100% recyclable and from this it is possible to produce infinite times new containers with characteristics identical to the original. And so, our glass passes from one life to another in a repetition that could be infinite.





**Vetreria Etrusca**  
owns a forest of



**38.000 trees**

Able to absorb



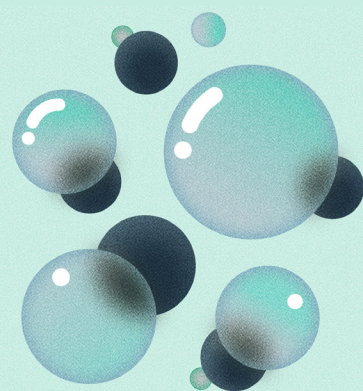
**15%**

of our CO<sub>2</sub> production

## Our forest

Vetreria Etrusca is aware of the value of trees in reducing emissions and fighting climate change. To compensate for the increase in CO<sub>2</sub>, it is also necessary to increase our absorption capacity. Vetreria Etrusca takes care of a forest of **38,000 trees**, which surrounds the production plant in Altare and which absorbs **15%** of the CO<sub>2</sub> we produce.





Reducing CO<sub>2</sub>  
emissions by

**20%**



Reducing the consumption  
of raw materials by

**58%**

## Raw materials

Vetreria Etrusca is committed to increasing the use of recycled glass in its production. This makes it possible to reduce the consumption of raw materials, significantly reducing the energy used in the melting process and the CO<sub>2</sub> emissions. To produce 1 kg of molten glass, 1.1 kg of raw materials are normally needed. Today Vetreria Etrusca is able to produce 1 kg of glass using only 0.275 kg of raw materials.



**Vetreria Etrusca**  
has installed the Denox system

**- 40%**

emissions than the limits  
in European legislation

## DeNox system

With the aim of constantly improving the energy efficiency and reducing the environmental impact of its production plant, Vetreria Etrusca is committed to continuous investment in sustainable technologies. The latest innovation, the DeNox system, is one of the first of its kind to be installed in Italy and has made it possible for Vetreria Etrusca to reach an already **challenging goal: reducing its NOX emissions to 40% less than what is required by the European legislation.**



## Vetreria Etrusca

All systems are designed in a closed circuit  
to ensure total water recovery



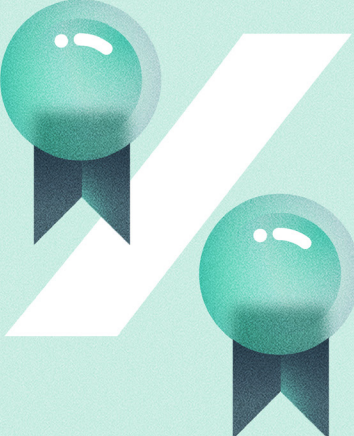
## Water re-reuse

The Altare production plant aims to be perfectly integrated with the surrounding environment. Vetreria Etrusca has made a commitment to strive for zero discharges into our environment, through a fully functional, closed circuit system for water. In this way, only water which evaporates returns to the environment, safeguarding the natural water cycle.



## Vetreria Etrusca

**100%**  
certified company



Quality



Environment



Safety



Energy



## Company certifications

Vetreria Etrusca has been confirmed by TÜV certifications for quality in production processes, respect for the environment and safety in the workplace, also obtaining the ISO50001 energy certification, the result of continuous improvement in the energy performance of our production plant.

In order to obtain these awards, Vetreria Etrusca has for many years used an Integrated Management System QASE, in the awareness that **Quality, Environment, Safety and Energy Performance** are fundamental strategic choices for an increasingly transparent responsible future.



## Vetreria Etrusca

Since 2019,



of all investment by Vetreria Etrusca has been directed towards technological innovations in the field of sustainability.

## Sustainable investment

Vetreria Etrusca is aware that the environment is an asset to be protected and preserved. Therefore it has developed its factory and products with the most advanced technologies to protect the environment and the surrounding area. Vetreria Etrusca constantly invests in sustainable technological innovation and it has been committing at least **15% of its annual investment to the environment, every year since 2019.**





Over the past five year  
**Vetreria Etrusca**  
has grown



**+27%**  
**increase  
in female  
employees**




## Female employment

Vetreria Etrusca strives to eliminate gender inequalities and for active participation of women in the labour market. With the development of the company, the number of employees has grown steadily and the proportion of women has increased significantly: in the last 5 years, Vetreria Etrusca has seen a growth in female employment of + 27%.



## Vetreria Etrusca

has, since 2021, collaborated with ISFOR  
to start training internships



To create concrete  
job opportunities  
for young graduates

## Training

Vetreria Etrusca is aware of the value of its human resources, a wealth of skills and experience which provides a strategic resource for the company. Working with ISFOR, Vetreria Etrusca has launched a continuous training process to create job opportunities for Graduates, the fundamental and irreplaceable blocks for building a successful future.





## Vetreria Etrusca

invests every day in its social responsibility



through

### transparent and shared Code of Ethics

giving value to human resources and pursuing environmental challenges  
for lasting and sustainable innovation



## Social responsibility

Recognising the value in human resources, honesty and respect towards customers and suppliers, transparency, innovation, social and environmental responsibility are the key values that identify Vetreria Etrusca.

**Our Code of Ethics** has been developed, refined and shared over more than 100 years of our activities, and is one of the fundamental resources of our company.



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## Vetreria Etrusca

is committed to increasing the use of locally sources raw materials in the production process.

**50%**  
Cullet  
(recycled glass)

**80%**  
of the raw  
materials used  
in production

**30%**  
Sand

come from Italian suppliers

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## Carbon footprint

Vetreria Etrusca is committed to increasing its use of locally sourced raw materials in the production process, with our aim of continuous and significant improvements in sustainability. To date, over **80%** of our raw materials come from Italian suppliers. Glass cullet accounts for more than **50%** of the entire consumption of raw materials and is fully sourced within Italy. In the last four years, our use of Italian sand has increased by more than **30%**, with the aim of continually reducing Vetreria Etrusca's Carbon Footprint.



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**Vetreria Etrusca**  
has a solar panel array of a **12.000smq**

Its production  
capacity is more  
than **3,000,000**  
kWh  
per annum

Saving **750 t** of CO<sub>2</sub> emissions  
every year

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## Renewable sources

Vetreria Etrusca is committed to increasing our use of electricity from renewable sources. Our company recently made an important eco-sustainable investment with the installation of a photovoltaic system producing 3,000,000 kWh per year on an area of over 12,000 square meters. The installation of the new photovoltaic system is a strategic environmental choice, which reduces CO<sub>2</sub> emissions by over 750 tons per year.