

Luigi Bormioli
ITALY

A GLASS FOR EVERY OCCASION

When the Moment Matters,
the *Glass* Matters

Luigi Bormioli is built on a rich heritage of Italian glassmaking. The company today continues this legacy of artistry and expertise, with an eye on developing products that will last for generations to come. For Luigi Bormioli, innovation is a state of mind.

The Bormioli family has been dedicated to the art of glassmaking for some 25 generations. Mr. Luigi Bormioli founded the company as it is known today in 1946; the business remains family owned, operating out of Parma, Italy.

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Luigi Bormioli: A Heritage Of Glassware Excellence

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Luigi Bormioli's commitment to personal attention and quality, marrying traditional Italian craftsmanship and new-age glassmaking technology, has made it successful across all the industry channels in which it does business – Retail, Fragrance Containers, Foodservice and Spirits & Beverage Containers.

The company's retail partners know Luigi Bormioli for its tabletop offering of Ultra Clear, break-resistant glassware.

The same clarity that highlights the color of the wine or spirit in its stemware and barware helps highlight the look of luxury perfumes and spirit bottles. Luigi Bormioli develops glass for some of the strongest luxury brands in the world in the fragrance business, such as Chanel and Victoria's Secret; and the spirit business, such as Hennessy and Pernod Ricard.

Luigi Bormioli glassware also can be found in many of the world's finest restaurants and hotels. In February 2013, Luigi Bormioli aligned with food service distributor Bauscher Hepp, Inc., resulting in offering the client a full, high-quality tabletop offering and a high level of customer service.

Research and development is a cornerstone for the company, allowing the company to be first to market with new technology. Globally, Luigi Bormioli employs more than 1,100 team members. The company produces 250 million pieces of glassware annually through 20 molding machines under five furnaces in two Italian locations: Parma and Abbiategrosso, near Milan.

Luigi Bormioli's North American headquarters is located in Horsham, PA. Its staff manages all aspects of business, from procurement to customer service, from accounting to account management, from IT to sales and marketing—each department working as a team to optimize Luigi Bormioli as the premium glassware brand of choice for today's marketplace.

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Innovation Inspires High Performance

Luigi Bormioli takes pride in innovative technology that results in superior glassware quality and performance.

The company's proprietary SON.hyx formula creates glass that is Ultra Clear and maintains its brilliance even after 4,000 dishwashing cycles. SON.hyx glassware is also resistant to breakage; from rim to foot, bowl to stem.

Collections created with SON.hyx are also backed by Luigi Bormioli's 25-year guarantee, which covers chipping on the rim or foot of the glass as well as any discoloration or cloudiness resulting from washing.

Luigi Bormioli's break-resistant stemware is also TITANIUM Reinforced®, a permanent treatment applied to the stem that makes it resistant to abrasion and increases its strength and durability.

25 YEAR GUARANTEE



A GLASS FOR EVERY OCCASION

Raising The Standard For Glassware Craftsmanship

Luigi Bormioli takes pride in having “a glass for every occasion” by offering a specialized assortment of restaurant-quality barware and stemware, along with serveware and specialty items, such as wine decanters and carafes.

Luigi Bormioli provides a breadth of assortment for a variety of entertaining needs, with styles ranging from simple to sophisticated.

Luigi Bormioli's Italian glassmaking heritage blends contemporary style and elegance with break-resistant glassware formulas to create a truly unique product.

The difference is Ultra Clear with Luigi Bormioli lead-free glassware made of the purest raw materials using advanced technological processes. Luigi Bormioli's Ultra Clear classification for glassware transparency and brilliance is the industry's highest standard worldwide. The pure quartz measurement signifies a 91% transmission of light through the glass, with only 9% incident of reflection.

The glassware is created through a machine-blown process, then it is laser cut and fire polished to facilitate a smooth transference of liquid.

Decoration is another way to enhance the consumer's perceived value in a glassware product, and Luigi Bormioli offers many different decoration techniques, including screen printing, pad printing, hot stamping, lacquering, and metallization for sophisticated results.

Luigi Bormioli's beautifully crafted product is also designed to perform for decades, to be enjoyed through family traditions, holidays and everyday occasions, becoming a part of the consumer's life and lifestyle.



Supremo Marks The Pinnacle Of Artistry

Luigi Bormioli's Supremo collection represents the current pinnacle of its glassware artistry. Each stem is designed as a high-tech precision instrument for the enjoyment of wine, and wine-related occasions.

Supremo was designed in collaboration with Centro Studi Assaggiatori, an international specialist in wine sensory analysis, signifying the stemware has been tested and validated to ensure that it enhances the experience of drinking wines suggested for each shape.

Each glass is machine blown and features the beauty of an elegant, pulled stem with the functional benefit of Titanium reinforcement. Supremo is also made with Luigi Bormioli's proprietary SON_{hyx} material that makes the glasses lightweight, brilliant and break-resistant.

Each glass's chimney is designed to balance the wine's aroma while guiding the wine to the center of the tongue. Supremo's conical

shape condenses vapors in the chamber so that only wine aromas develop, while the convex surface enables the wine's oxidation. The connection between these conical and convex shapes helps facilitate the swirling process and the deep epicure shows the true color of the wine.

All of these intricate details help create a memorable sensorial experience for the wine consumer that will keep the Luigi Bormioli brand top of mind.





A GLASS FOR EVERY OCCASION

Luigi Bormioli Connects With Today's Consumer

Luigi Bormioli engages consumers and drives retail growth with a comprehensive digital marketing program that strengthens the brand's position as a trusted advisor and premium glassware resource for special occasions and everyday living.

Luigi Bormioli connects to consumers through its website, a blog and social media platforms including Facebook, Twitter, Instagram, Pinterest, and YouTube.

Consumer marketing messaging centers around brand tag line "A Glass For Every Occasion." It encourages consumers to keep Luigi Bormioli glassware top of mind when setting the table for memorable occasions from small family gatherings to large weddings. The company also uses its online educational outreach to inform consumers about the proper glasses for different types of wines and cocktails.

A new web outreach in 2015 will focus on enhancing the wine drinking audience for a wide spectrum of consumers, targeting everyone from a burgeoning wine enthusiast to a seasoned sommelier.

This unique educational marketing strategy builds consumer awareness and confidence in the Luigi Bormioli brand with the ultimate aim to guide shoppers to discover Luigi Bormioli at retail.

The Luigi Bormioli website and YouTube channel are also important educational resources detailing the brand's proprietary glassware formulations. The

company showcases videos demonstrating Luigi Bormioli's glass technologies, such as SONHyx and Titanium Reinforcement, which bring clarity and added strength to the glass. It also details the brand's 25-year guarantee for collections made with its SONHyx formula. The guarantee is an integral part of the brand's consumer message as it shows that Luigi Bormioli stands behind the exceptional quality of its glassware.

Consumers today have become increasingly interested in learning about the story behind companies and their products. Consumers can make that personal connection via Luigi Bormioli's website, inviting them to embrace the company's rich family history in the art of Italian glassmaking.

This consumer connection facilitates a dialogue with the company, resulting in valuable feedback to be integrated into Luigi Bormioli's product development process.

Luigi Bormioli works closely with its retail customers to effectively communicate the features, benefits and value of its glassware to consumers.

Luigi Bormioli's branding efforts at the retail level presents trend-focused, thoughtful product introductions that are fashionably fresh yet elegantly lasting. As with most luxury brands, Luigi Bormioli maintains a strict discipline and consistency throughout all its endeavors, from its consumer branding to its retail focus. The quality and legacy of this brand is endearing and enduring. Luigi Bormioli, a glass for every occasion.

