

# NEWSLETTER

FOR BUSINESS PARTNERS

CRYSTALITE  
**BOHEMIA**  
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## LAST WORD

from Tomáš Fiřt

**Changes in the management  
and in the sales department**

Despite a delay in the delivery  
of some key equipment the new  
lines will be commissioned

**PRODUCTION OF  
GIFTWARE is always full**

# Last word from Tomáš Fiřt

In this space you have always so far found a word or two from Mr. Lubor Cerva, the owner of Crystalite Bohemia. Today, however, the situation is somewhat exceptional, so I have allowed myself to take the floor. Since I decided to leave the position of Business Director in our Company, please let me say goodbye to you in this manner. After more than twenty years in the glass business and seven years in the Management of one of the largest Czech glassworks, I have taken the decision to pursue my own projects.

So at this point in time I would like to thank you, our business partners, and also all my colleagues in the Company for their support and cooperation because for me this was a sequence of years of experiencing joys and also worries that we managed to successfully deal with. For me it has been a journey that I have greatly appreciated, like all of you, whom I met on it, because it strengthened and enriched me both professionally and personally, and for this I shall be eternally grateful.

Were it not for Mr. Lubor Cerva, who seven years ago chose to go a little against the flow and thereby confound expectations, and who was not afraid to invest in this field of industry, in regard to which many people prophesied its collapse, you probably would not be reading this Newsletter now. He was not afraid of relaunching the halted production and with the help of experts, to whom he entrusted the management and the operation of the entire factory, the level of production was not only restored, but it continued to gradually expand and during recent years it was also greatly modernised. The visible proof of this is not only our modern L5 glass line, but also two more additional lines for beverage glassware that are currently under construction and are due to be commissioned shortly. There are other additional modern technologies and then there is also glass mass enriched with titanium, both of which help the Crystalite Bohemia products to maintain their world-class quality while offering competitive prices. I believe that these innovations will help to additionally develop these activities, for example in regard to the modernisation of the designs of our products.

Our new Commercial Director will be Aleš Trpák, [trpak@crystalite.org](mailto:trpak@crystalite.org), whom many of you already know and whose vision of the direction in which the Crystalite Bohemia Company should be moving corresponds with what I have been building in my current position, as well as with the objectives of the



owner of the glassworks. I am sure that I could hardly find a better successor. You can reach me at [tomas.firt@seznam.cz](mailto:tomas.firt@seznam.cz) and telephone number +420 736 489 373. Our newly appointed Executive Director, Markéta Rosmusová, [rosmusova@crystalite.org](mailto:rosmusova@crystalite.org), whom many of you also know from the positions in marketing and in packaging development that she had previously held, will assist Aleš in the operational and the internal corporate management.

My collaboration with the Crystalite Bohemia Company, will not stop completely, however, because with my own project that I now want to fully pursue, I shall remain in the field. I will also be developing my own moulded designs, both of decorative and beverage glassware, the production of which I shall be

entrusting to Crystalite Bohemia's experts. Thereby I shall maintain my position in the field and will continue to stay in close contact with the Světlá glassworks, even if I will now be going my own way. Of course I shall also be happy to meet you again in the future.

Thank you once again for your cooperation and support and I wish you and Crystalite Bohemia every success together with the continuation of our bilateral friendly cooperation.

With Respect,  
*Tomáš Fiřt*

# Changes in the Management and in the Sales Department

Since the beginning of October our Company's new Commercial Director is Aleš Trpák, who previously had been dealing with the UK, the German, the Spanish, the Asian, the Australian, and the Canadian customers, while more recently he had also been focusing on the HORECA segment. While doing so he succeeded in obtaining key contracts with prestigious airlines. As the Commercial Director, in addition to the management of his existing team of Sales Managers, he will also be focussing on the development of the worldwide business in the HORECA segment. The means of contact to Aleš Trpák will remain unchanged. The work in the territories that Aleš Trpák previously took care of will now be taken-

-over by a new Sales Manager, Luboš Kadlec, who albeit that he is a newcomer to Crystalite Bohemia, obtained his previous experience in the glass industry in a small-scale glass company. The most recent reinforcement to the Sales Team is Václav Veselý, who takes care of clients from the Middle and the Far East, and also those from Greece, Italy, France and Africa.

Since early October the Company has been run by Markéta Rosmusová, who has already experienced virtually all the operations of the glassworks, i.e. purchasing materials, taking care of packaging, preparing the requisite materials for trade fairs. In her role, she will be focussing primarily on the

sales team and will conduct controlling of the individual traders and their customers. She will also supervise the individual sellers and the overall logistics, keeping an eye on the value of the goods in stock, the length of the period during which they remain in stock and also ensuring compliance with the maturity dates and with the implementation of the business conditions as a whole. Her major activities will include the monitoring and the verification of the Order Form's functionality, as this will become an absolute necessity for the future operation of the factory. Also under her baton will be launching the Form application on the Android platform.

## Despite a delay in the delivery of some key equipment the new lines will be commissioned

The launching of the new automated lines that was scheduled for the beginning of October, although it has been delayed, is not threatened. Originally the lines should have been commissioned at the beginning of October, whereas now we anticipate that we will receive the glass from the new furnace on the 17th October. Our foreign supplier of key equipment for cracking-off, grinding and flaring the edges of beverage glass, the Belgian company Biebuyck, will not be able to deliver the necessary equipment at the time that was planned. According to the contractor the original plan was for refurbishing two of the existing devices but during the implementation of the contract the actual situation changed

significantly. While one part of the supply will consist of refurbished parts, it will also comprise more advanced technologies than those that were originally planned. It was the installation of the modern technologies that delayed the refurbishment from actually taking part. In the end the second part of the line will not be refurbished as was originally agreed but will be completely new.

To meet our commitments to you, our customers, we have prepared a temporary solution which consists of using fully functional parts from the older, now decommissioned lines. Although we had originally planned to sell them in their entirety, they

are still located in the factory in Světla and thereby nothing prevents us from using any necessary parts of them. Older parts from the decommissioned lines can reliably replace the missing new ones. Thanks to this our new lines will be commissioned and adjusted as soon as possible to provide at least a part of the originally expected production capacity. After the delivery of the missing machines, which is currently postponed to the end of the year, and after their installation, nothing will prevent full production from taking place. We anticipate achieving the originally planned capacity of the new lines next year, no later than by the end of January.

## Production of giftware is always full

As we already informed you in the previous issue of the Newsletter that we produce on behalf of our business partners, in early August we rebuilt the L 6 line for the manufacture of glasses and installed presses on it for the manufacture of giftware because, due to the growing demand for these goods, we were experiencing a significant slippage in regard to the delivery options. Without this measure, for example, we would not have been able to deliver orders made during this July until May of next year, which represents an unacceptable deadline for our customers. Behind the roughly 25-percent increase in the demand for giftware this year are several key factors. The first of

these is that many global manufacturers are moving away from the production of these types of goods, while the demand for them, not only in Iran but also in other countries in the Middle and Near East, is continuously growing. In recent years we have already responded to this trend by creating special collections such as Neptune, Metropolitan, Facet, Wave and others for this area that are always very successful in these markets.

To meet this growing demand within acceptable deadlines, it was necessary to increase our production capacity, which also led to a change of the L 6 line. By implementing this measure we shortened the

production deadlines for the large pressed items by cca. 3 months. Currently the lines for the production of giftware are fully utilized - for smaller items roughly until May next year and for the larger ones until January. Given the continued pace of the growth of demand there is again the risk of the need to extend the delivery time, therefore we encourage you to schedule your manufacturing requirements with our Sales Managers in a timely manner so that we can continue to fulfil our supplies within deadlines that are also acceptable to you.