

NEWSLETTER

FOR BUSINESS PARTNERS

CRYSTALITE
BOHEMIA

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CHANGES OF NAMES OF BEVERAGE GLASS COLLECTIONS

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Changes of names of beverage glass collections

In May, we are planning a radical change of the names of all of our beverage glass collections. This decision was based on very important facts and problems. For a long time, we had to tackle the problem of very similar or identical names of collections of our competitors in cases of designs coming from the period when the Czech glass-making industry was represented by a sole company.

Another important factor was a rapid increase of our production capacities, which will soon result in new collections of beverage glass in our offer. For the last two years, we were at the limits as to the possibilities of naming our collections. Female names, so widely used among our competitors, were tying us down. Last but not least, we were encountering controversial reactions to names of some of our new collections, especially on the part of English speaking customers.

That all brought us to make a very radical decision to change the names of our collections that would distinguish clearly our products from those of our competitors and, at the same time, that would maintain a certain continuity and order that would be sustainable for several years. Finally, we have chosen the possibility to head for a very interesting and - we believe that also for you, our customers - a very attractive direction. Mr. Lubor Cerva, owner of the Crystalite Bohemia company, is an amateur ornithologist. He had, therefore, come with the idea to give the beverage glass collections Latin names of birds. This is a unique solution and we are convinced that it will contribute to the unique profile of our high quality products and their excellent visibility in the hard competition.

You may find both the existing and new names of our beverage glass collections offered in our portfolio in the list below. We are, of course,

already working on the preparation of a new catalogue where you will find the existing names, as you know them, and their new equivalents. At the same time, we are preparing relevant changes in the Order Form in order to ensure that the changes in names have the least impact on our cooperation and in order to ease your orientation. Our objective is to integrate all the changes and relating measures into our catalogues and other tools for your orders by this May.

This rather fierce measure should open the opportunity to discuss with you any proposals of changes of giftware and barware collections. As it was already written by Mr. Lubor Cerva in his personal letter, we are open to your suggestions and to discussions not only in this area. We believe that these changes will contribute to deepening and strengthening of our cooperation and that you will meet with their positive acceptance by your customers, too.



ALEXANDRA	→	ASIO	KLEOPATRA	→	BRANTA
ALIZÉE	→	ANSER	LAURA	→	FALCO
AMUNDSEN	→	ARDEA	MARCO	→	BUTEO
ANTIČK	→	FREGATA	NAOMI	→	CORVUS
BARBARA	→	MILVUS	PROXIMA	→	PARUS
CECILIA	→	CARDUELIS	STELLA	→	SITTA
DORA	→	STRIX	CLASSIC	→	LARUS
ESTA	→	FULICA	IDEAL	→	PAVO
EVITA	→	SCOPUS	INES	→	ARA
GASTRO	→	COLIBRI	MICHELLE	→	GRUS
KLARA	→	SYLVIA	POLLO	→	MERGUS
KLAUDIE	→	STERNA	TEAGLASSES	→	MORUS

Ambiente 2017 was a nice surprise

Compared to the last year, the interest of our business partners in our expo more than doubled. It is thanks to a dramatic increase of our production capacities in the field of beverage glass and the related shortening of lead times. Moreover, we have proven the high quality of our titanium-based metallic glass. The start of operation of two high-capacity glass lines has catapulted our company among the world's leading manufacturers of beverage glass. We have seen an increasing interest from our business partners from USA, Belgium, France or Germany. This is a big step for us, especially in the USA, where we used to have the reputation of a giftware manufacturer. However, new

negotiations that have opened with European partners are the signal that we have significantly strengthened our position in the world's markets in the area of beverage glass as well.

The newly presented sets Dora (now Strix) and Proxima (Parus) and the new set of tumblers Pollo (Mergus) won the biggest success at this year's Ambiente. The interest in our new products has confirmed that the extension of the beverage glass production is fully in line with the world's trends. Only during the exhibition in Frankfurt, for instance, we won an order for the production of 600 thousand glasses Dora (Strix), which is a huge success for us.

Although we did not present any brand new giftware collections for this year, we were pleased to see the success of our older collections that had been returned into our offer. These are in particular the Nova collections. We would like to inform you as early as today that we continue our cooperation with Simon Moore, a British designer, who prepares new collections for the next year and expands the existing ones. We believe that they will be as interesting for you as those already created by Simon Moore in our production.



We are innovating the L5 line

This summer, we will innovate our L5 line. Due to the age of the melting unit, we have decided for a general overhaul. The works will begin on July 10, and the first glass should be melted in the overhauled unit in the middle of August. The production capacity will decrease temporarily during the overhaul, but we have already considered the unavailability of the unit

in our production plans, so it will have no impact on you, our customers. Moreover, owing to the innovation, the capacity of the melting unit will increase by two tons of glass -to 24 tons per day.

In connection with the reconstruction of the melting unit, the line will get another innovation - the installation of a new modern laser crack-off line. We are

successfully using similar machines on the L8 and L9 lines and we know that this method of cracking off is much more efficient and brings better quality. We believe that this innovation will contribute to our long-term efforts to make products of excellent quality. The investments in these two projects will amount to more than EUR 1.3 million.

New L8 and L9 lines in a time-lapse video

Please watch how we installed the new L8 and L9 lines last autumn. We placed time-lapse cameras in the production hall that recorded all the course of dismantling of old machines,

installation of a new high-capacity melting unit and installation of the new lines and their commissioning. You may find the time-lapse video, including the most important milestones of the entire

project, on our website under the link: <http://www.crystalite.org/downloads/> in the section Videos - Glass Factory 3 file.

A new Crystalite Bohemia logo and acquisition of the Bohemia Treasury trademark



We would like to inform you that we have adjusted the logo of our company Crystalite Bohemia. A part of the name of the company - "Crystalite" - was slightly enlarged to emphasise the first part of our name, that has for over a year been connected with the most modern and highest quality Czech crystal, the titanium-based metallic glass; and, at the same time, to maintain the connection with the historical origin of the Czech glass, that is with the Czech lands, in many countries of the world known as Bohemia.

In this respect, we would like to inform you that we have acquired

the trademark of the Czech crystal "Bohemia Treasury", which was based on our production. The acquisition took place this year in the spring and we have thus enriched our existing portfolio of giftware collections by the Angels and Spectral sets.

As we have bought the Bohemia Treasury collections with the logotype and all copyrights, the logo is shown here for reference.

Surprisingly, you may still stumble upon a similar but slightly modified logo - it will designate production from the German Nachtmann company.

