

Offering global glass competence

glassglobal started over 20 years ago to provide the world's glass industries with a comprehensive digital platform, database and directory. With steady growth in net recognition and effective keyword positioning, glassglobal achieved a record 8.2 million page impressions in August 2021 and established its position as market leader in this sector.

The range and services of glassglobal's network have been consistently developed. Today, it offers companies the opportunity to have a professional appearance, enables users to search for and advertise jobs, to search for and advertise machines or glass, and to read and publish news. Project information about greenfield developments or factory repairs further serve to channel and optimise sales in a very targeted manner.

The glassglobal network also offers banner advertising to significantly improve the visibility and brand awareness of a company, a product or a logo worldwide. Synergies are drawn out of a strong presence on Twitter and LinkedIn that serve to multiply customers' messages and reach.

All aspects of the glass production cycle are covered, from raw materials to glassmakers, and from suppliers of equipment to glass processing companies or recycling.

The pillars of success

glassglobal maintains five expert divisions:

- Community with sales, marketing and communication; advertisement banner, newsletter, jobhunting and social media
- Consulting with know-how in strategic development, analysis and benchmark of production, markets and competitors
- Trading with knowledge about international sales strategies for equipment or products
- Engineering with expert research systems for new technologies
- IT services with pinpointed analysis of markets, providing industry-related design, and expert Google keyword programming and online systems.

Studies to underline strategic moves

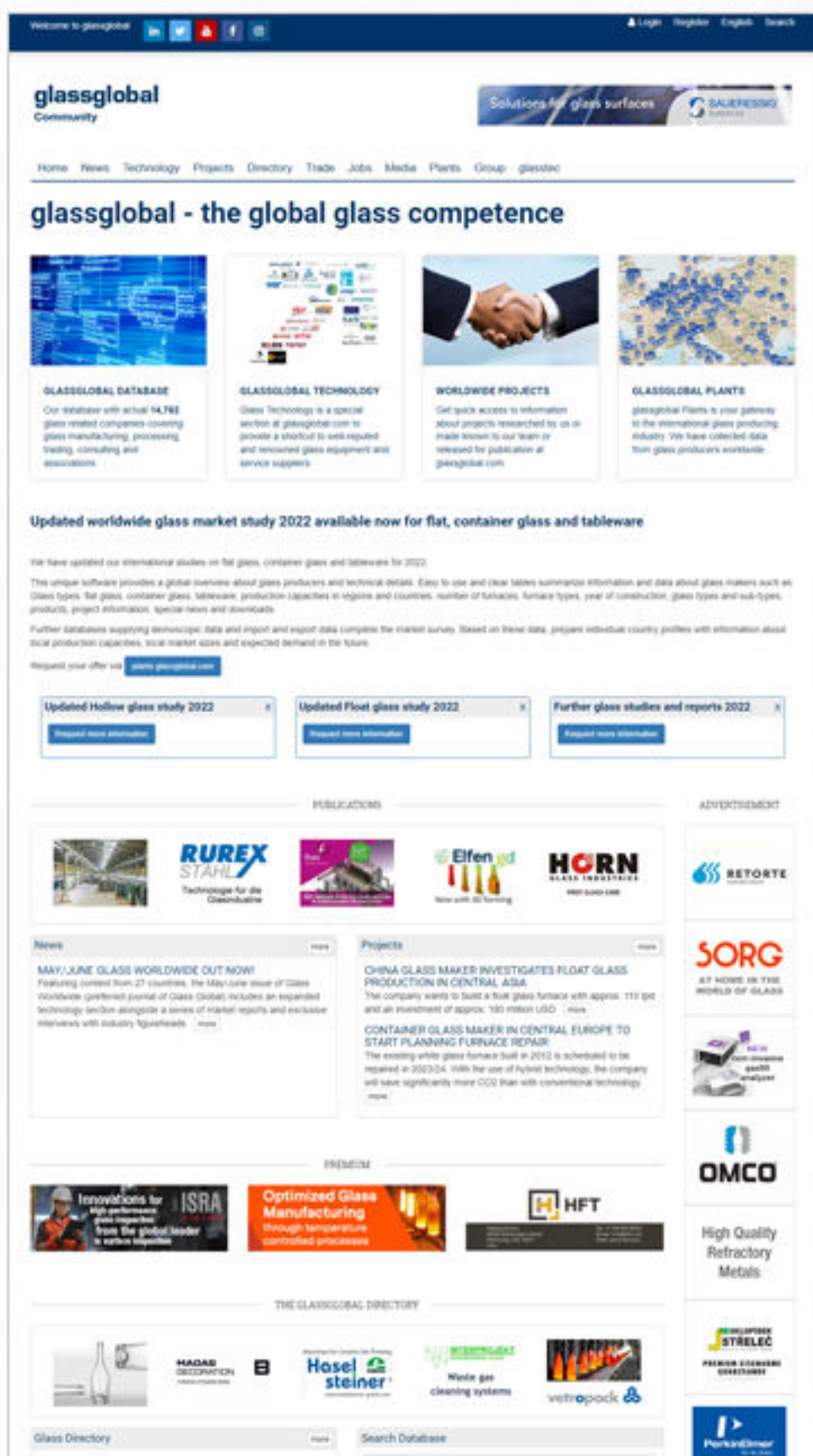
Glass industry research and studies that form the basis for independent advice to investors can be a key asset in today's business world. glassglobal is experienced in providing customer-specific market studies for its clients:

- Main areas: float and rolled glass; container or pharmaceutical glass; solar glass; glass fibre and glass wool; tableware as well as industrial technical glass.
- Customer-specific feasibility studies for complete projects.
- Benchmark, SWOT analysis [strength, weakness, opportunity and threat – a diagnostic tool for strategic planning], bankable business plans.
- Analysis and price evaluations for raw materials, flat glass, container glass, solar glass etc.
- Market figures about imports and exports, in combination with further statistical data translated into future development of markets and/or countries.
- Strategy plans and marketing concepts for company launches.
- Analysis of existing investment plans or factory

projects, locations or competitors to support takeovers and investments.

Training and development of sales strategies. The company's core team consists of graduate experts in

glass engineering, glass technology experts, market analysts and software IT engineers. glassglobal connects international customers from all segments of the glass industry.



The screenshot shows the glassglobal website homepage. At the top, there is a navigation bar with the glassglobal logo and a tagline 'Solutions for glass surfaces'. Below the navigation bar, there is a main heading 'glassglobal - the global glass competence'. The page is divided into several sections:

- GLASSGLOBAL DATABASE:** Our database with actual 14,781 glass related companies covering glass manufacturing, processing, trading, consulting and associations.
- GLASSGLOBAL TECHNOLOGY:** Glass Technology is a special section at glassglobal.com to provide a shortcut to well-equipped and renowned glass equipment and service suppliers.
- WORLDWIDE PROJECTS:** Get quick access to information about projects researched by us or made known to our team or reviewed for publication at glassglobal.com.
- GLASSGLOBAL PLANTS:** glassglobal Plants is your gateway to the international glass producing industry. We have collected data from glass producers worldwide.

Below these sections, there is a featured article titled 'Updated worldwide glass market study 2022 available now for flat, container glass and tableware'. The article provides a global overview about glass producers and technical details. It includes a call to action to request more information.

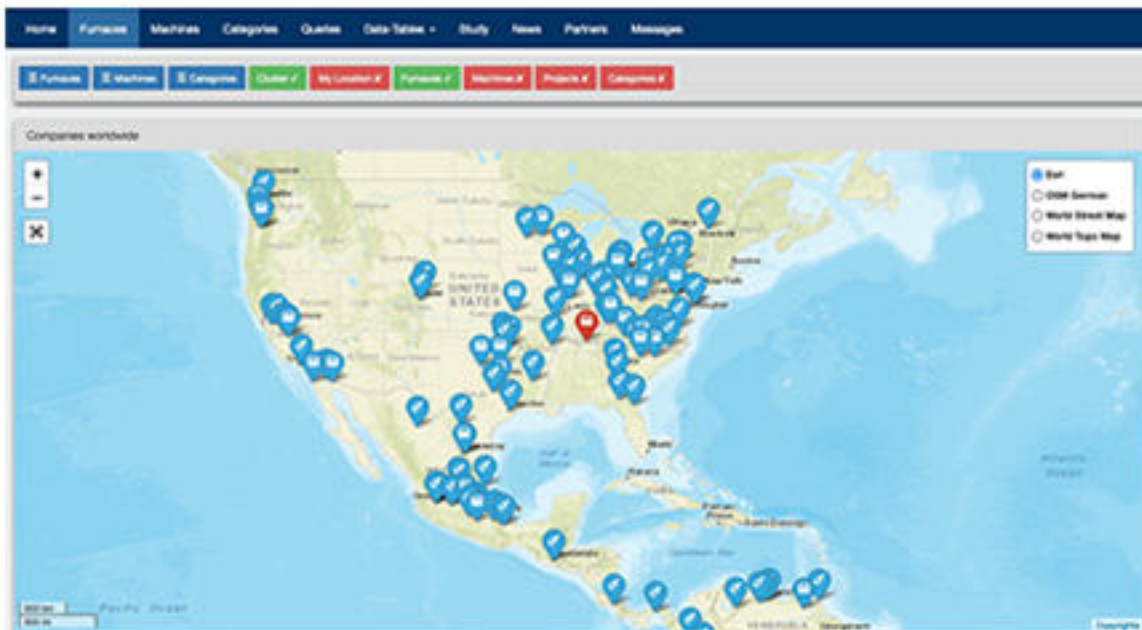
The page also features a 'PUBLICATIONS' section with logos for RUREX STAHL, Elfen, and HORN. There is a 'NEWS' section with articles such as 'MAY/JUNE GLASS WORLDWIDE OUT NOW!' and 'CHINA GLASS MAKER INVESTIGATES FLOAT GLASS PRODUCTION IN CENTRAL ASIA'. A 'PREMIUM' section highlights innovations from ISRA and optimized glass manufacturing processes. The 'THE GLASSGLOBAL DIRECTORY' section lists various companies like HADAB SECURITION, HOSER steiner, WASTEGLASS, and vetropack. On the right side, there is an 'ADVERTISEMENT' section with logos for RETORTE, SORG, OMCO, and STRELEC.

Solar glass

In 2020/21, glassglobal conducted an independent feasibility study for Canadian Premium Sands (CPS) focusing on the identification of possible products, which led the company to pivot from selling 'just sand' to becoming a solar glass manufacturer. The project resulted in a solar glass facility design that will yield not only significant cost competitiveness but also a low-carbon advantage relative to CPS' international rivals.

Current projects cover the market evaluation for solar glass manufacture by one of the largest PV (photovoltaic) module producers in Europe, investigating the obstacles that a glass factory faces when diversifying its portfolio into other segments.

Online glass industry research platform plants.glassglobal.com is a widely used research and marketing tool for supplying glass makers worldwide with glass furnace details. Sophisticated filter functions lead to selected products or companies, requiring just a few clicks to evaluate, compare or connect. Investments such as greenfield glass factories, expansions or furnace cold repairs are regularly added to the projects area, in addition



to essential data such as time schedule, budget, contact person, etc. Each icon represents a location with a glass melting furnace, providing company names and locations, and data such as furnace type, capacity, colour, year of construction and more. Summaries of production data per country or region, import and export data for glass in tabular and graphic form are included in this online resource. This collection of data and information allows customers

to immediately view the glass consumption expected in countries or regions, for example those with an import surplus. This gives hints on potential new locations for glass factories and is a must-know before strategic plans and investments. ●

Further information:

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Did you know ...

... that glassglobal is worldwide market leader
in providing glass-related
customer-specific market studies?

Discuss your needs with our experts!

Contact: office@glassglobal.com

