

NOT
A
MISTAKE

NOT A MISTAKE

PCR GLASS | NO HOMOGENEOUS
INNER GLASS DISTRIBUTION
VISIBLE SEAM LINES | POOR
SURFACES | BUBBLES AND BLISTER

ADDICTED TO GLASS



HEINZGLAS
family-owned since 1622



Unadulterated and honest irregularities according to the modular principle: The individual glass looks in line with the trend towards a new naturalness and is economically and ecologically worthwhile.

A premium glass with a crooked bottom inside, visible shape seams, irregular surface or enclosed air bubbles? What seems to be a mistake at first glance is absolutely wanted and becomes pure design! We turn four deviations from the norm into an aesthetic that is as trendy as it is honest. For an individual and natural glass optics, the four tolerances can be freely selected according to the modular principle. Glass is made of natural

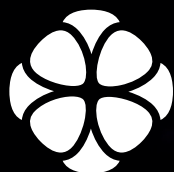
materials and can only be brought into a flawless shape with great effort. The more deviations are tolerated, the more sustainable the manufacturing process and the more natural the appearance – without any compromise in terms of quality. The use of 25% recycled glass and green energy increases the climate-friendly factor once again.



Whether glass jar or bottle, „NOT A MISTAKE“ makes all glass products an honest design eye-catcher. In prototypes, HEINZ-GLAS has illustrated the aesthetic effect that the customer can achieve with different combinations of irregularities. To support the natural and fresh charm, lightly colored glass is recommended, as you can see from the original Thuringian Forest glass. „With the new series, we are diving deep into our own history: The look is deliberately reminiscent of the

good, old glassmaking craft with which HEINZ-GLAS started 400 years ago in the region,“ affirms CSO Virginia Elliott. „Especially for the field of natural cosmetics, ‚NOT A MISTAKE‘ is a statement: This honest packaging fits the nature-loving product. It is sustainable, high-quality and declares the desired imperfection in perfect perfection to be a design element.“





400 YEARS YOUNG

DESIGNING FUTURE.
SINCE 1622.
HEINZGLAS