



L'Art de la Table
1825

Press Release

November 24, 2008 at Arques

1 billion balloon glasses sold A world record for Arc International

Arc International, world leader in tableware is proud to announce that it has produced its billionth balloon glass. 50 years after its creation in Arques (French Pas-de-Calais region) by the Group's R&D teams, the balloon glass enters glass making history.

The balloon glass was created in 1958. As a French technological revolution to serve the industry, it was the first automated stem glass thanks to a machine especially designed to seal the various parts manufactured separately (rim, parison, stem). Until then, stem glasses were manually made at a high cost. At the time, wine was mainly served in tumblers.

With different capacities of 12, 15, 19 and 25 cl, the balloon glass quickly became a best seller. Bistros, restaurants, institutions and households alike started to use the glass.

« New product developments come at the crossroad of customer request and technological know-how. As for the balloon glass, the customer request came from the food service industry», **explains Patrick Gournay, Chairman of the Board, Arc International.**

The first balloon stem glasses were consequently distributed in bistros and restaurants. In the 60s, with the development of department stores and superstores, the glass became available for end consumers.

Since 1971, the balloon glass has been a continuing success story. Each year, between 15 and 30 millions of glasses are being sold.

There is more than one balloon glass sold in the world every second.

Press contacts

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Product profile

Manufactured in Arques (France) and Bilbao (Spain).

Best selling countries are France – Italy – Spain – Portugal – China – Belgium – Great Britain – Denmark.

The balloon glass is marketed under the brands LUMINARC and ARCOROC.

Height of the balloon glass 19 cl = 13 cm

If 1 billion balloon glasses were laid down in a line, they would stretch around the circumference of the Earth. They would fill more than 230 football stadiums.



About Arc International, l'Art de la Table* 1825

Arc International employs 15, 000 people worldwide including 9000 in France. The group, whose head office is located in Arques, in the French Pas-de-Calais region, achieved a turnover of 1.5 billion Euros in 2007. Armed with its know how in glassware, it developed globally and diversified its activities through the integration of materials other than glass. Today, it markets a full range of tableware products in more than 160 countries.

The Group covers the Consumer Goods and Food Service markets through a portfolio of brands, Luminarc®, Arcoroc®, Cristal d'Arques® Paris, Pyrex®¹ and Chef & Sommelier. For more than 40 years the Group has also been addressing professional customers – industrialists, traders, manufacturers of semi-finished and finished products, and service providers – by offering them tailored-made solutions to meet their specific requirements (for industry, advertising, premiums and customer loyalty programmes).

Arc International is present in five continents with production sites (France, Spain, USA, China, UAE), distribution subsidiaries (France, US, UK, Spain, Australia, Mexico, Brazil, Japan) and sales offices.

Finally, the Group has adopted a strategy of sustainable development in order to balance economic requirements, social responsibility and respect for the environment, and joined the U.N.'s Global Compact in 2003.

* Tableware

¹ Pyrex®, propriété de Corning Inc. est exploitée par Arc International Cookware SAS sous licence exclusive en Europe, au Moyen Orient et en Afrique.

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