




The Glass
for Enjoyment



The sensory qualities of a glass are key ingredients to beverage enjoyment. Therefore, RASTAL places a strong focus on the aspect of sensory excellence. In the pursuit of perfection, RASTAL joins forces with experts, such as sensory expert and sommelier instructor Martin Darting. The result of this collaborative approach is a myriad of modern glass shapes that impress professional connoisseurs and other enthusiasts alike.

Water
Soft Drinks

The Glass for Enjoyment

Non-alcoholic beverages have long been an expression and reflection of personal lifestyle. **Premium mineral waters, organic produce and products with natural ingredients** exuding **authenticity** and **sustainability** are in high demand and thus constitute a defining trend in an ever-growing market.

RASTAL creates glasses that deliver the best beverage enjoyment experience to modern consumers. Drawing on a wealth of internationally recognised **design expertise** and **innovative technologies**, RASTAL crafts uniquely appetising solutions for beverages and their brands.

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Cover photo:
Sensory expert Martin Darting
and Raymond Sahm-Rastal at
a water tasting session.

Photographer:
Anna Schneider

Juices Smoothies Energy Drinks

The Glass for Brand Loyalty

In catering and hospitality venues, the drinking glass acts as an image building medium and brand ambassador – either as part of an individual assortment of glasses specially conceived for the catering and hospitality industry or as a single glass. In order to play this key role effectively, the glass **must convey the identity of the brand** with which it is to be associated, and at the same time it is required to **meet the everyday practical needs of catering and hospitality establishments**.

The perfectly balanced synergy of form and function characterising glasses by RASTAL inspires a **total brand experience** that takes into account a simple yet powerful principle: the eye wants to be pleased, too!



As part of a **promotional campaign**: Promotional campaigns designed to **increase brand notoriety and boost sales** are powerful marketing tools. Due to the close **proximity to the product**, a visually appealing **high-quality glass** designed as an integral part of a promotional campaign will multiply and thus maximise the campaign's effect.

The use of drinking glasses for promotional campaigns has a pleasant side effect: In consumer households, especially non-alcoholic beverages are consumed from a huge variety of glasses. Only a decorated glass that has made its way into the consumer's home on the wings of a promotional campaign will be able to fulfil its pivotal role, namely to foster the consumption of a particular brand beverage also in home environments.

They are ideally suited for:

- free-gift-with-purchase campaigns
- campaigns for new product launches
- raffle games
- collector's editions





good design
award 2009



Designpreis
Rheinland-Pfalz 2007
Preisträger



Fresh



Elegance



Viana 50

Design by RASTAL



Carsten Kehrein
RASTAL Chief Designer

In today's modern brand landscape, beverage enjoyment is inextricably bound to **branded consumer experience**. Apart from the shape and labelling of the beverage bottle, only **the design of the drinking glass and a bespoke decoration reflecting the brand's identity** will ensure powerful **differentiation** in the marketplace.

- Glass and decoration designs by RASTAL make ideal brand awareness drivers: They contribute to strengthening the image of the brand and **transform beverage enjoyment into a total brand experience**.
- Honoured with **more than 180 design prizes and awards**, RASTAL enjoys worldwide recognition.



Valensina Exclusive



Gasteiner Exclusive



Evian Exclusive



The **most effective means of achieving powerful differentiation** from competitors is the **'Brand Exclusive Glass'**: an individually designed drinking vessel reserved solely (hence 'exclusively') for a particular brand. The Exclusive Glass concept was created and launched by RASTAL in 1964 and has ever since evolved into a **key marketing instrument** of successful brands worldwide.

- Exclusive Glass designs by RASTAL **reflect the distinctiveness of a brand** and its identity.
- **At the moment of consumption**, the drinking glass is the single most important medium to influence the consumer's perception of, and appreciation for, the brand.



Harmony 40
40.0 cl



Viana 50
50.4 cl



Drinkmaster
33.0 cl



Aurelia
27.0 | 33.0 cl



Lech
32.0 | 40.0 cl




Winebar 40
40.0 cl

TUMBLERS

ECO Coating

This decoration technique uses opaque or transparent inks for partial or full-surface coating of glasses. This effective technique is ideally suited to give existing glass shapes a new, rejuvenated and distinctive appearance. For further information, please visit us online at: www.rastal.com



Harmony 35
35.0 cl (page 24)

Winebar 40
40.0 cl



Kur 16.1 cl



Kur

16.1 cl



Aura

24.0 cl



Manon
28.5 | 36.5 cl



Tiara
27.0 cl



Tiara
35.5 cl



Caravelle
15.0 | 20.0 | 25.0 cl



Endessa
29.0 | 35.0 cl



Tina

25.5 | 26.2 | 28.3 | 31.0 cl



Conic

33.0 cl



Max



35.5 cl



Rock Bar Slim



35.5 cl

SUPERSTRONG



Casablanca

35.5 cl

SUPERSTRONG

SUPERSTRONG

The principle of this technique consists in tempering the glass by heating it to very high temperatures and then subjecting it to sudden quenching. This procedure increases its resistance to shock and thus its durability.



Scandi

33.0 cl



Harley

34.2 cl



Scandi 33.0 cl



good design
award 2009



Designpreis
Rheinland-Pfalz 2007

Preisträger



Fresh 37.5 cl



Fresh

25.6 | 30.6 | 37.5 | 61.1 cl



Club

33.5 | 38.6 | 49.8 | 61.7 cl



Champion

37.0 cl



München

25.5 | 31.3 | 40.2 | 51.6 | 64.7 cl



Monaco

36.0 | 62.5 cl



reddot design award
winner 2012

good design
award 2010



Pure

36.0 cl



Basic

16.9 | 26.0 | 32.5 | 38.0 | 51.9 | 64.5 cl



Event DOF

31.0 cl



Event

27.0 | 39.5 | 51.0 | 66.0 cl



Parma

27.0 | 41.6 | 68.0 cl



York

21.0 | 27.0 | 36.0 cl



Frankonia

26.4 | 31.0 | 38.0 | 48.0 | 64.0 cl



Event 39.5 cl

Event – The EVENT tumbler features two interesting decoration areas: one is located on the facet – perfect for vertical lettering – and one above the facet – ideal for placing round logo elements. At the same time, the facet itself acts as a brand awareness booster from a marketing strategic point of view because it will subtly prompt consumers to place and hold the glass with the logo and brand lettering well-aligned right before their eyes.



Zell 23.0 cl

Zell 40.0 cl



Zell

23.0 | 40.0 cl



Duchesse

34.0 cl



Azur
21.0 | 30.0 cl



Soltau
26.5 cl



Amsterdam
28.5 | 38.6 | 49.4 | 59.0 cl



Ciao
19.0 cl



Brüssel
15.0 | 24.0 cl



DESIGNPREIS
2009
NOMINEE



reddot design award
winner 2008



product
design
award

2007

good design
award 2007



Vaihinger Exclusiv



Sinalco Exclusiv



Grapos Exclusiv

GOBLETS



Westerwald

Rems



Rhön 19.4 cl



Rhön
19.4 cl



Spree
35.0 cl



Claret
19.0 cl



Westerwald
19.0 cl



Rems
22.7 cl



Harmony 35
35.0 cl



Elegance
19.0 cl



Pyrmont
19.5 cl



Lyrik
25.0 cl



Merlot
19.0 | 23.0 cl
SUPERSTRONG



The high-quality glass for catering and hospitality venues

Under the label of "HQ" – High Quality Glass – RASTAL has created a range of stemmed crystal glasses of superior quality that are specially adapted to the exacting needs and conditions in the catering and hospitality arena.

For further information, please visit www.rastal.com



Pyrmont 19.5 cl

CARAFES



Harmony
56.0 | 112.0 cl



Bistro
94.0 cl



Tempo
29.3 cl

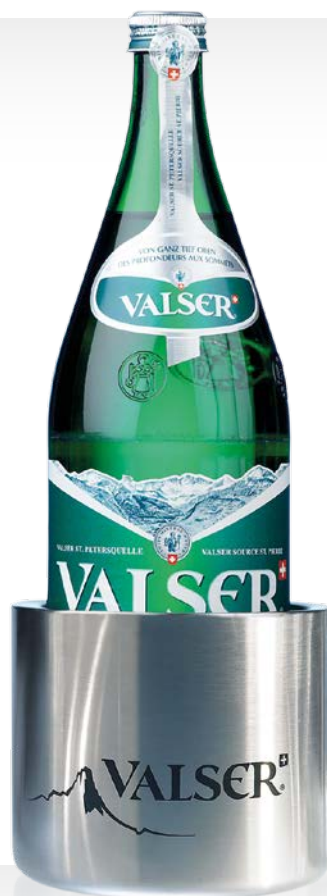
BOTTLE COOLERS



Bottle Cooler acrylic clear



Bottle Cooler acrylic mat



Bottle Cooler metal

Decoration Expertise



CLASSIC Coating / Relief Decoration

An interesting example of a full-surface satin finish (CLASSIC Coating) combined with a coloured raised brand decoration (relief decoration). The brand motif design thus inspires a haptic, sensory experience.

ECO Coating / Relief Decoration

The decoration of this glass combines a transparent coat of organic inks (ECO Coating) with a raised transparent decoration (relief decoration) conveying a sense of freshness and vitality.

CLASSIC Screen Printing / ECO Coating

This glass, which features a classic screen printing decoration, is given a visual identity of its own thanks to its colour-painted stem (ECO Coating).

DECORATION

RASTAL uses leading-edge technologies in the creation of customised decorations that are designed to position brands in tune with the times and target audience. Many of these methods also place a great focus on energy efficiency and sustainability.

For an overview of all available techniques and more information, please visit us online at

www.rastal.com



ECO Screen Printing

This is a screen printing technique using organic inks (ECO Screen Printing) cured with UV light or heat. It allows the near-entire range of colour tones to be applied true to shade and with outstanding brilliance.

CLASSIC Coating

In this example, a recess in the base of the glass is painted with opaque ink (CLASSIC Coating), which gives the glass its unique brand identity and appeal.



GLASSES					
Article	cl	H	Ø	PE	P
A					
Amsterdam	28.5	134.0	62.0	1512	19
	38.6	150.0	68.0	1008	19
	49.4	161.0	74.0	864	19
	59.0	174.0	78.0	480	19
Aura	24.0	93.0	77.0	864	10
Aurelia	27.0	98.0	72.0	1500	8
	33.0	120.0	70.0	1008	8
Azur	21.0	105.0	74.0	960	19
	30.0	135.0	75.0	720	19
B					
Basic	16.9	144.0	62.0	1188	16
	26.0	187.0	62.0	990	16
	32.5	198.0	69.0	696	16
	38.0	219.0	68.0	600	16
	51.9	220.0	78.0	504	16
	64.5	260.0	78.0	504	16
Bistro Carafe	94.0	245.0	90.0	144	26
Brüssel	15.0	112.0	56.0	1890	19
	24.0	121.0	60.0	1092	19
C					
Caravelle	15.0	79.0	65.0	1680	11
	20.0	86.0	70.0	1440	11
	25.0	91.0	75.0	1440	11
Casablanca	35.5	122.0	83.0	576	12
Champion	37.0	179.0	66.5	OD	15
Ciao	19.0	113.0	69.0	1344	19
Claret	19.0	163.0	67.0	1080	23
Club	33.5	159.0	64.0	1566	15
	38.6	180.0	64.0	1566	15
	49.8	187.0	73.0	1152	15
	61.7	221.0	73.0	1008	15
Conic	33.0	132.0	80.0	840	12
D					
Drinkmaster	33.0	100.0	78.0	868	8
Duchesse	34.0	150.0	70.6	936	18
E					
Elegance	19.0	154.0	68.0	864	24
Endessa	29.0	147.0	64.0	1080	11
	35.0	162.0	67.0	1080	11
Event	27.0	145.0	65.0	1860	16
	39.5	168.0	73.0	750	16
	51.0	183.0	78.0	630	16
	66.0	200.0	85.0	408	16
Event DOF	31.0	100.0	84.0	1938	16

GLASSES					
Article	cl	H	Ø	PE	P
F					
Bottle Cooler acrylic clear	-	230.0	95.0	OD	27
Bottle Cooler acrylic mat	-	205.0	85.0	OD	27
Bottle Cooler metal	-	100.0	105.0	OD	27
Frankonia	26.4	143.0	64.0	1080	16
	31.0	152.0	68.0	1740	16
	38.0	161.0	72.0	1350	16
	48.0	174.0	78.0	1134	16
	64.0	191.0	86.0	570	16
Fresh	25.6	175.0	52.0	2208	15
	30.6	174.0	58.0	1728	15
	37.5	201.0	59.0	1728	15
	61.1	239.0	70.0	504	15
H					
Harley	34.2	138.0	78.0	798	13
Harmony 35	35.0	210.0	82.0	456	24
Harmony 40	40.0	103.0	88.0	768	8
Harmony Carafe	56.0	245.0	95.0	360	26
	112.0	304.0	116.0	270	26
K					
Kur	16.1	107.0	68.0	2184	10
L					
Lech	32.0	90.0	80.0	1860	8
	40.0	154.0	71.0	750	8
Lyrik	25.0	183.0	70.0	780	24
M					
Manon	28.5	97.0	80.0	1400	11
	36.5	137.0	76.0	720	11
Max	35.5	150.0	75.0	1500	12
Merlot	19.0	168.0	70.0	840	24
	23.0	174.0	74.0	720	24
Monaco	36.0	177.0	64.0	1674	15
	62.5	211.0	77.0	882	15
München	25.5	142.0	58.0	2160	15
	31.3	152.0	62.0	1860	15
	40.2	162.0	67.0	1566	15
	51.6	177.0	72.0	1008	15
	64.7	203.0	76.0	1008	15
P					
Parma	27.0	127.0	75.0	792	16
	41.6	148.0	87.0	576	16
	68.0	166.0	102	336	16
Pure	36.0	157.0	63.5	1800	15

ARTICLE
DETAILS

GLASSES					
Article	cl	H	Ø	PE	P
P					
Pymont	18.0	164.0	67.0	1650	24
R					
Rems	22.7	170.0	70.0	1560	23
Rhön	19.4	146.0	65.0	2088	23
Rock Bar Slim	35.5	141.0	79.0	648	12
S					
Scandi	33.0	153.0	72.0	1500	13
Soltau	26.5	145.0	59.0	1098	19
Spree	35.0	180.0	76.0	864	23
T					
Tempo Carafe	29.3	159.2	65.2	1152	26
Tiara	27.0	96.0	78.0	1764	11
	35.5	134.0	75.0	1320	11
Tina	25.5	153.0	57.0	1116	12
	26.0	146.0	60.0	1116	12
	29.0	141.0	61.0	1680	12
	31.0	166.0	60.0	1296	12
V					
Viana 50	50.4	113.4	86.7	1428	8
W					
Westerwald	19.0	140.0	67.0	2080	23
Winebar 40	40.0	96.0	87.0	960	8
Y					
York	21.0	105.0	74.0	1296	16
	27.0	119.0	78.0	960	16
	36.0	139.0	83.0	648	16
Z					
Zell	23.0	120.0	74.0	1080	18
	40.0	147.0	80.0	1586	18

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