



The Glass for Spirits



PROMOTIONS

As main element of a trade promotion or in use in a restaurant or bar, the drinking glass with its closeness to the product is an image enhancer that provides unique value added. To successfully fulfil this role, the glass must convey the identity of a brand, appeal to the senses, and additionally meet the requirements of professional use in the hospitality sector.

The joint effect of these qualities is rewarded by a brand-oriented enjoyment experience based on a simple and, for that very reason effective, principle: the eye wants to be pleased, too!

RESTAURANTS AND BARS SECTOR

Ramazzotti Exclusive

The Glass for Spirits

The renaissance of classic cocktails provides new prospects for vodka, whisky, gin and rum. Premium products, premixed cocktails, spiced or flavoured spirits are growing in popularity and in order to win favour with the consumer, **authentic enjoyment** and a **striking brand personality** have never been more important.

The glass for today's pure pleasure comes from RASTAL. Based on acclaimed **design expertise**, innovative **technologies** and highly developed **know-how**, unique design concepts focussed on enjoyment that highlight spirits and their brands are conceived and implemented.

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Title motif:
CHINASKI – NO BAR: NO DISCO,
Frankfurt am Main – received the
FIZZ Award 2014 for the trend-
setting concept of the year.

Photographer:
Anna Schneider



Winebar 45.9 cl

Jim Beam Exclusive

Design by RASTAL



With more than 180 design awards, RASTAL Design is acclaimed throughout the world.

Carsten Kehrein, RASTAL Chief Designer

Drinking glasses are the **visual identity** of a brand and thus the ideal instrument to reinforce **differentiation**.

Glass and decoration design by RASTAL ensures this requirement is fulfilled: it contributes strongly to the strengthening of the image of a brand and **makes enjoyment an experience**.

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.

Harmony 24.0 cl



Havana Exclusive



Highland 37.0 cl

100% Brand: the Exclusive Glass

Brand-specific elements and functional criteria are taken into account in concept development.

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.

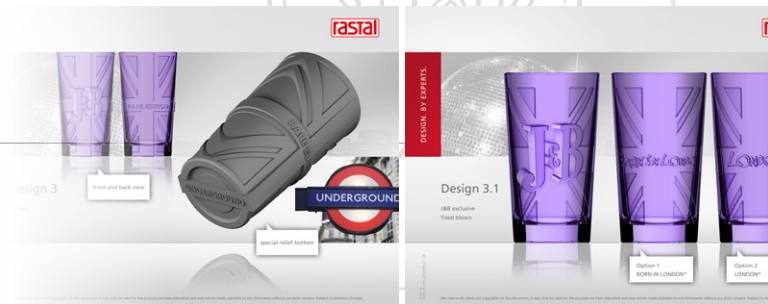


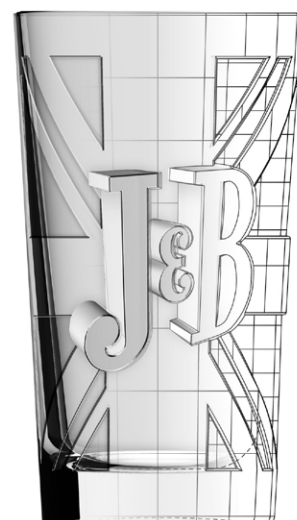
Photo-realistic visualizations of the first designs are presented to the client.

1. Briefing / analysis. The creative process is based on a clear understanding of the assignment and a necessary, detailed briefing. This includes for example, information regarding:

- brand / corporate identity
- glass type and size
- designated use
- target group
- budget
- specific technical requirements; for example, stackability or toughening

2. Creation of ideas / development of a design. First draft designs and two-dimensional presentation drawings are prepared. The next step is the creation of a virtual, photo-realistic 3D model. Variants and alternatives can be demonstrated and discussed.

3. Technical construction / CAD. The final, accurate-scale constructional drawing is the technical basis for production. The construction is coordinated with the ideal production process to fulfil budget and finishing quality requirements.



The prototype is approved:
now the glass is born



4. Cost analysis. An exact cost analysis is prepared based on the technical construction drawing and the desired finishing quality.

5. Prototyping. To safeguard the product properties, acrylic-glass model or the production of test articles are an indispensable part of the development phase.

6. Finishing / branding. The bespoke glass is produced in accordance with specifications in one of RASTAL's selected specialist glassworks. Delivery takes place only after strict and rigorous quality inspections.

Unique and unmistakable:
the J&B branded Exclusive
Glass.



J&B
Client:
Moët Hennessy Diageo, France

Jim Beam Exclusive



Brasilberg Exclusive



Asbach Exclusive



LONGDRINK GLASSES / TUMBLERS

Bacardi Oakheart
Exclusive



Moskovskaya
Exclusive






Grande 48.0 cl




Grande
 37.2 | 48.0 cl
SUPERSTRONG
 Shot Glass 11 cl
 see page 26




Frankonia
 26.4 | 31.0 | 38.0 | 48.0 | 64.0 cl
 (64.0 cl)



Fresh
 25.6 | 30.6 | 37.5 | 61.1 cl



good design
award 2009




Designpreis
Rheinland-Pfalz 2007
Preisträger

LONGDRINK GLASSES





Max
 35.5 cl




Scandi
 33.0 cl




Stack
 19.0 | 26.0 | 36.0 | 47.5 cl
 (47.5 cl)
SUPERSTRONG
 (except 36.0 | 47.5 cl)



good design
award 2007



stackable



Matches Boston Shaker



York

21.0 | 27.0 | 36.0 cl



Helsinki

32.0 | 45.0 cl



Helsinki

27.0 cl



Ypsilon

32.0 cl



Ypsilon

15.0 | 25.5 cl



Conic

33.0 | 45.0 cl



(45.0 cl)

Shot Glass 5.5 cl
see page 25



Conic

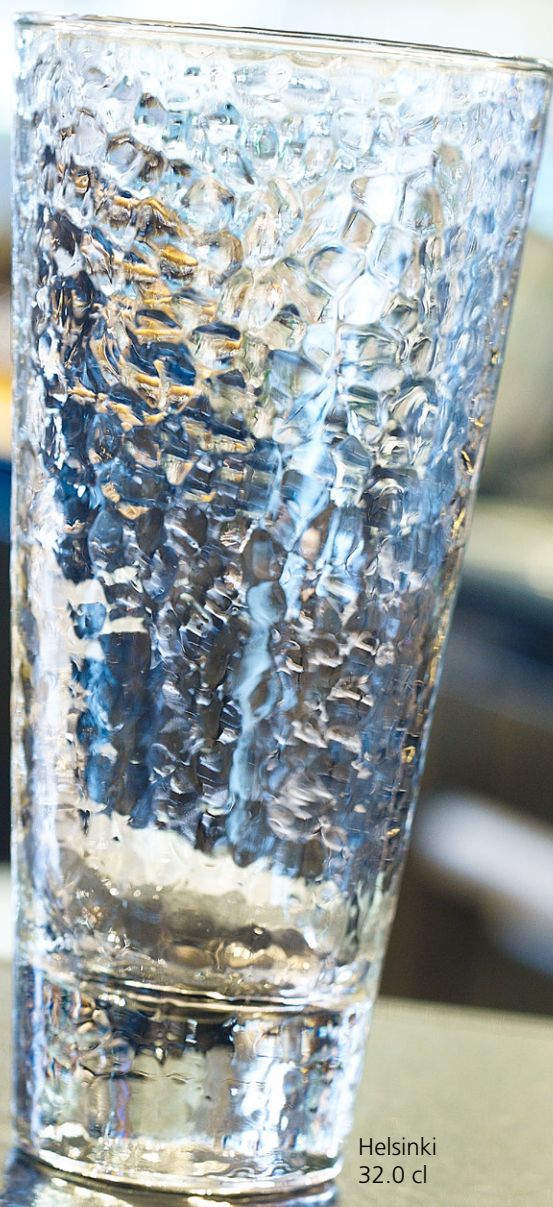
27.0 cl



matches Boston Shaker



Helsinki
27.0 cl



Helsinki
32.0 cl



Pitcher Max see page 36

Casablanca 35.5 cl





Casablanca

35.5 | 47.5 cl

SUPERSTRONG

Shot Glass 3.6 cl see page 26



Casablanca

14.0 | 24.6 cl



Stephanie

36.0 cl

Shot Glass 5.6 cl see page 26



Stephanie

30.0 cl



San Marco

30.0 | 40.0 cl



San Marco

27.0 cl



Harley

34.0 cl



stackable



matches Boston Shaker



Duchesse

34.0 cl



Duchesse

30.0 cl



(66.0 cl)

Event

27.0 | 39.5 | 51.0 | 66.0 cl



Event DOF

31.0 cl



Amsterdam

29.0 | 39.0 | 47.0 | 58.0 cl



Amsterdam

25.0 cl



Tina

22.0 | 31.0 cl



Tina

25.0 cl



matches Boston Shaker



Event 51.0 cl

Carafe Opera see page 37



Opera 35.0 cl



Opera 30.0 cl



Opera

35.0 cl

Carafe 75.0 cl see page 37



Opera

30.0 cl



Gotico

33.0 cl



Gotico

35.0 cl



Plaza

34.6 | 40.5 cl



Plaza

19.5 | 29.5 cl



Palladio Quadro

32.0 | 42.0 cl



Palladio Quadro

35.0 cl



stackable



Endessa
29.0 | 35.0 cl



Endessa
28.0 cl



Brylant
42.0 cl



Brylant
37.0 cl



Envy
35.0 | 47.0 cl



Envy
26.0 cl



Tiara
35.5 cl



Tiara
27.0 cl



Olinda 31.0 cl

Olinda
31.0 cl
see page 35



L'Esprit du vin

33.0 cl



Cuba

27.0 cl



Bali

30.0 cl



Highland

37.0 cl

Carafe 87.0 cl
see page 37



Harmony

40.0 cl

Stemmed Glass 11.5 | 51.2 | 72.4 cl
see page 29 / 32



Winebar

40.0 cl

Stemmed Glass 9.8 | 45.9 | 67.6 cl
see page 29 / 32



Viana

50.0 cl

Carafe Highland see page 37

Highland 37.0 cl





Demänovka Exclusive

Hardenberg Exclusive

Moskovskaya Exclusive

Berentzen Exclusive

Fernet Branca Exclusive

SHOT GLASSES



Indro
6.0 cl



Centra
6.0 cl



Helsinki
5.6 cl



Junior
3.5 cl



Senior
5.9 cl



Caffeino
9.0 cl



Conic
5.5 cl

Longdrink Glass 33.0 | 45.0 cl,
Tumbler 27.0 cl see page 12



München

5.0 cl



Tales

4.2 cl



Barrel

6.2 cl



Grande

11.0 cl

SUPERSTRONG

Longdrink Glass 37.2 | 48.0 cl
see page 11



Stephanie

5.6 cl

Longdrink Glass 36.0 cl,
Tumbler 30.0 cl see page 15



Casablanca

3.6 cl

Longdrink Glass 35.5 | 47.5 cl,
Tumbler 14.0 | 24.6 cl see page 15;
Pitcher Max see page 36



Barrel 6.2 cl



The high-quality glass for the hospitality sector

With HQ – High Quality Glass – RASTAL offers outstanding-quality crystal for the stemware glass segment, created to meet the special requirements of the professional hospitality sector:

You will find further information at www.rastal.com



Winebar 45.9 cl



good design
award 2010

Harmony 51.2 cl



Harmony

51.2 cl

Tumbler 40.0 cl
see page 22



Harmony

72.4 cl

STEMMED GLASSES



Dry

62.0 cl



Winebar

45.9 | 67.6 cl

Stemmed Glass 9.8 cl see page 32;
Tumbler 40.0 cl see page 22



Luce

28.0 cl



Brasilia
49.0 cl



Harmony Cocktail
15.0 cl

Stemmed Glass 51.2 | 72.4 cl see page 29 / 32;
Tumbler 40.0 cl see page 22



Harmony Cocktail
24.0 cl



Charante

54.3 | 68.0 cl



Margarita

24.0 cl



Harmony Cocktail 24.0 cl



Mosella
23.0 cl



Catavinos
21.0 cl



DOC
31.5 cl



HQ Harmony
11.5 cl
Tumbler 40.0 cl see page 22;
Stemmed Glass 51.2 | 72.4 cl
see page 29



HQ Winebar
9.8 cl

Tumbler 40.0 cl see page 22;
Stemmed Glass 45.9 | 67.6 cl see page 29



Taro
9.7 cl



Bugatti
14.0 cl



Anag
11.0 cl



Harmony 11.5 cl



Verpoorten Exclusive



Kenia
23.0 cl



Vela
25.0 | 38.5

SUPERSTRONG

HOT BEVERAGES / SPECIALITIES



Olinda
31.0 cl



Olinda
8.0 cl



Aran
35.0 cl

SUPERSTRONG



Suitable for hot beverages, with a thermal shock resistance of 100 Kelvin.



Max Pitcher

160.0 cl

Matching

Casablanca Longdrink Glass / Tumbler 14.0 | 24.6 | 35.5 | 47.5 cl see page 15;
Shot Glass 3.6 cl see page 26



Friends Pitcher

170.0 cl



Fontus Icebucket

PC



Cool Icebucket

SAN / also available in black



PITCHER / ICE BUCKETS / CARAFES

Harmony

112.0 cl
Tumbler 40.0 cl see page 22;
Stemmed Glass 11.5 | 51.2 | 72.4 cl see page 29 / 32



Opera

75.0 cl
Longdrink Glass / Tumbler 35.0 | 30.0 cl
see page 19



Highland

87.0 cl
Tumbler 37.0 cl see page 22



Tasting

26.0 cl



Tulip

PC, 40.0 | 48.0 | 62.0 cl



Universal

PC, 35.0 | 50.0 cl



Rialto

PC, 20.0 cl



Manhattan

SAN, 42.0 cl



Derry

PC, 28.5 | 58.0 cl



Derry

PC, 24.0 cl

Material	PC Polycarbonate	SAN Styrol-Acrylnitril
Transparency	crystal clear	clear
impact resistance	non-breakable	high-stability
Dishwasher suitability	yes	yes
Max. temperature	135°C	95°C
Min. temperature	-100°C	-20°C

POLY-CARBONATE ARTICLE



Cocktail
PC, 28.0 cl



Backstage
PC, 47.0 cl



Lounge
PC, 24.0 cl



Vip
PC, 24.5 cl



 **Pitcher**
PC, 190.0 cl

The Glass as an Added Value

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

At the same time, branded glasses featuring a unique decoration will easily find their way into the **consumer's home environment** – a great opportunity to keep the dialogue between the brand and the consumer alive! Branded glasses are reliable marketing tools that actively contribute to the perpetuation of **brand differentiation and customer loyalty**.



PROMOTIONS

They are ideally suited for:

- classic free-extra promotions / on-packs
- in-packs
- campaigns for product launch promotions
- raffle games
- event editions
- loyalty reward promotions



Decoration Expertise



ECO Screen Printing

This is a screen printing technique using organic inks cured with UV light or heat. It allows an almost complete range of colours to be applied true to shade and with outstanding brilliance.

ECO screen printing / QR code decoration

In this example, a QR code is integrated in the partly translucent decoration motif printed with organic inks (ECO screen printing). An innovative decoration idea with numerous application possibilities.

ECO Coating

This technique using a full-surface painting of glass and ceramic with organic inks creates a translucent look in an almost complete range of pantone colours.



Decoration on empty glass



With hot beverage



With cold beverage

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



Temperature-changing decoration

With this technique, the special decoration ink, which is initially white, becomes coloured when an ice-cold liquid is poured into a vessel. Similarly, filling a hot beverage „activates“ decoration motives. Parts of the decoration, that are initially obscured by a coloured coating, become visible. The special feature: both possibilities are combined in the decoration example above.

Luminous decoration

Luminous decoration motifs are printed with fluorescent or luminescent inks. The articles can be entirely coated or selected elements can be highlighted with luminous inks.

GLASSES					
Article	cl	H	Ø	PU	P
A					
Amsterdam	25.0	88.0	74.0	960	16
	29.0	134.0	62.0	1,512	16
	39.0	150.0	68.0	1,008	16
	47.0	161.0	74.0	864	16
	58.0	174.0	78.0	480	16
Anag	11.0	170.0	60.0	990	32
Aran	35.0	136.0	81.0	840	35
B					
Backstage	47.0	215.0	80.0	1,152	39
Bali	30.0	81.0	86.0	1,632	22
Barrel	6.2	67.0	54.4	OD	26
Brasilia	49.0	220.0	76.0	960	30
Brylant	37.0	95.0	90.0	1,440	20
	42.0	123.0	83.0	1,440	20
Bugatti	14.0	156.0	56.0	2,706	32
C					
Caffeino	9.0	70.0	58.0	2,808	25
Casablanca	3.6	55.0	48.0	3,456	26
	14.0	76.0	72.0	1,440	15
	24.6	90.0	84.0	768	15
	35.5	122.0	83.0	576	15
	47.5	161.0	86.0	384	15
Catavinos	21.0	155.0	65.0	1,080	32
Centra	6.0	68.0	46.0	4,416	25
Charante	54.3	143.0	78.0	432	30
	68.0	150.0	78.0	360	30
Cocktail	28.0	180.0	120.0	1,600	39
Conic	5.5	70.0	58.0	3,198	25
	27.0	88.0	85.0	1,188	12
	33.0	132.0	80.0	840	12
	45.0	154.0	85.0	612	12
Cool	-	228.0	230.0	180	39
Cuba	27.0	88.0	80.0	1,890	22
D					
Derry	24.0	90.0	73.0	8,064	38
	28.5	120.0	70.0	7,560	38
	58.0	148.0	90.0	3,840	38
DOC	31.5	174.0	73.0	600	32
Dry	62.0	195.0	108.5	330	29
Duchesse	30.0	96.0	80.0	1,134	16
	34.0	150.0	70.6	936	16

GLASSES					
Article	cl	H	Ø	PU	P
E					
Endessa	28.0	94.5	78.0	1,080	20
	29.0	147.0	64.0	1,080	20
	35.0	162.0	67.0	900	20
Envy	26.0	94.0	74.5	1,296	20
	35.0	156.0	66.6	900	20
	47.0	173.5	71.5	780	20
Event	27.0	145.0	64.5	1,860	16
	39.5	168.0	73.0	750	16
	51.0	183.0	77.5	630	16
	66.0	200.0	85.0	912	16
Event DOF	31.0	100.0	84.0	OD	16
F					
Fontus	-	255.0	230.0	432	36
Frankonia	26.4	143.0	64.0	1,080	11
	31.0	152.0	68.0	1,740	11
	38.0	161.0	72.0	1,350	11
	48.0	174.0	78.0	1,134	11
	64.0	191.0	86.0	570	11
Fresh	25.6	175.0	52.0	2,208	11
	30.6	174.0	58.0	1,728	11
	37.5	201.0	59.0	1,728	11
	61.1	239.0	70.0	504	11
Friends	170.0	241.0	128.3	144	36
G					
Gotico	33.0	155.0	70.0	963	19
	35.0	96.0	84.0	576	19
Grande	11.0	98.0	58.0	2,052	26
	37.2	155.0	79.0	480	11
	48.0	160.0	86.0	384	11
H					
Harley	34.0	138.0	78.0	798	15
Harmony	11.5	169.0	57.0	792	32
	15.0	159.0	94.0	480	30
	24.0	169.0	110.0	216	30
	40.0	103.0	88.0	768	22
	51.2	223.0	92.0	384	29
	72.4	229.0	110.0	240	29
	112.0	304.0	72.0	270	37
Helsinki Shot Glass	5.6	106.0	44.0	4,608	25
Helsinki	27.0	90.0	90.0	864	12
	32.0	143.0	77.0	756	12
	45.0	170.0	82.0	630	12

GLASSES					
Article	cl	H	Ø	PU	P
H					
Highland	37.0	75.0	95.0	1,632	22
	87.0	175.0	159.6	168	37
I					
Indro	6.0	105.0	38.0	3,672	25
J					
Junior	3.5	70.0	45.0	4,224	25
K					
Kenia	23.0	147.0	73.0	1,080	35
L					
L'Esprit du vin	33.0	99.0	84.0	1,938	22
Lounge	24.0	219.0	80.0	1,536	39
Luce	28.0	215.0	75.0	504	29
M					
Manhattan	42.0	130.0	84.0	120	38
Margarita	24.0	169.0	114.0	512	30
Max	35.5	150.0	120.0	1,500	11
Max Pitcher	160.0	230.0	131.4	144	36
Mosella	23.0	168.0	66.0	930	32
München	5.0	72.0	40.0	6,384	26
O					
Olinda	8.0	66.0	60.0	OD	35
	31.0	125.0	85.0	960	35
Opera	30.0	94.0	82.0	1,140	19
	35.0	150.0	70.0	864	19
	75.0	188.0	91.0	288	37
P					
Palladio Quadro	32.0	140.0	70.0	1,218	19
	35.0	98.0	86.0	1,020	19
	42.0	154.0	77.0	756	19
Pitcher PC	190.0	224.0	154.0	154	39
Plaza	19.5	79.0	75.5	OD	19
	29.5	90.0	85.5	1,710	19
	34.6	140.0	64.0	1,740	19
	40.5	150.0	75.5	1,536	19
R					
Rialto	20.0	140.0	61.0	104	38
S					
San Marco	27.0	92.0	85.0	1,020	15
	30.0	119.0	81.0	1,008	15
	40.0	130.0	88.0	816	15



GLASSES					
Article	cl	H	Ø	PU	P
S					
Scandi	33.0	153.0	72.0	1,500	11
Senior	5.9	88.0	50.0	2,940	25
Stack	19.0	96.5	69.0	1,560	11
	26.0	116.0	73.0	1,200	11
	36.0	128.0	80.0	798	11
	47.5	155.0	86.0	612	11
Stephanie	5.6	62.8	47.0	5,760	26
	30.0	94.0	84.0	1,140	15
	36.0	146.0	75.0	798	15
T					
Tales	4.2	64.0	35.0	4,368	26
Taro	9.7	157.0	63.0	1,188	32
Tasting	26.0	130.0	110.0	630	37
Tiara	27.0	96.0	78.0	1,764	20
	35.5	134.0	75.0	1,320	20
Tina	22.0	143.0	55.3	1,332	16
	31.0	166.0	60.0	1,296	16
	25.0	88.0	75.0	1,650	16

GLASSES					
Article	cl	H	Ø	PU	P
T					
Tulip	40.0	145.0	76.0	6,240	38
	48.0	153.0	80.0	4,800	38
	62.0	170.0	85.0	3,240	38
U					
Universal	35.0	131.0	69.0	240	38
	50.0	142.0	78.0	165	38
V					
Vela	25.0	112.0	76.0	756	35
	38.5	148.0	82.0	384	35
Viana	50.0	114.0	87.0	864	22
Vip	24.5	219.0	80.0	1,536	39
W					
Winebar	9.8	172.0	58.0	990	32
	40.0	96.0	87.0	960	22
	45.9	214.0	85.0	384	29
	67.6	227.0	108.0	240	29
Y					
Ypsilon	15.0	95.0	77.0	1,296	12
	25.5	107.0	92.0	864	12
	32.0	159.0	77.0	864	12
York	21.0	104.0	74.0	1,350	12
	27.0	119.0	77.8	924	12
	36.0	139.0	83.0	648	12

Please note that glass articles may exhibit unavoidable manufacturing tolerance variations in weight and size; these are deemed tacitly accepted. The final number of units per pallet will be confirmed during order processing.

H = Height in mm | Ø = Diameter in mm | PU = Pallet Unit | P = Page | OD = On demand

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