

MODERN
GLASS
CONCEPTS
MODERN
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CONCEPTS
COMPANY
PRESENTATION

SAHM



SAHM

The glass for top brands

SAHM. THE GLASS FOR TOP BRANDS

As a medium-sized company managed by its owners, SAHM is one of the world's leading suppliers of glasses for the beverage industry, with a total of more than 450 employees in Europe, Asia and America.

Our customers, who range from regional drinks manufacturers to international corporations, place their confidence in SAHM's expertise: highly competent, in-depth consulting on brand positioning, modern and innovative glass and decoration designs combined with impressive customer service and logistics departments.

SAHM IS IQNET CERTIFIED



Quality Management

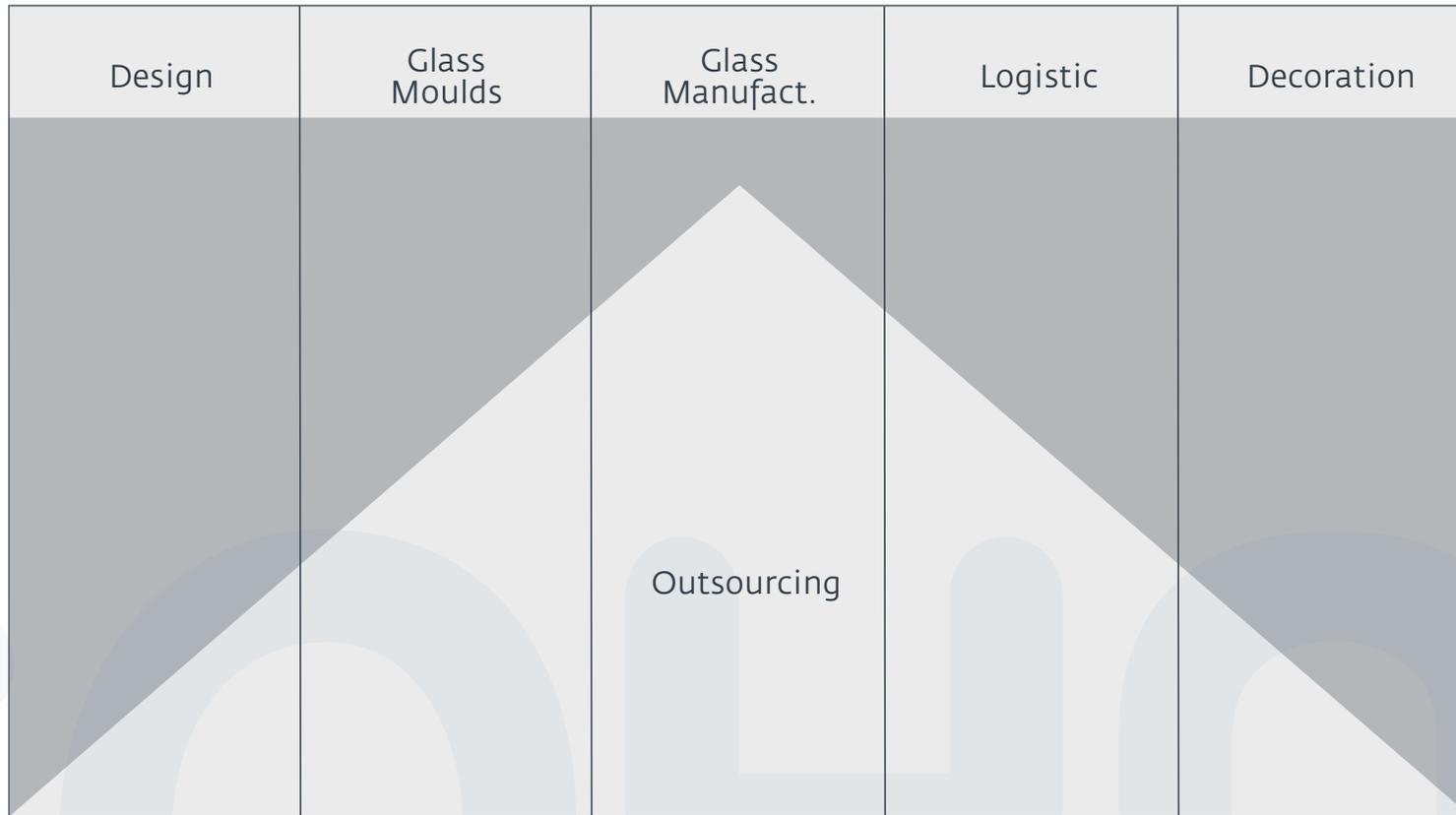


Environment Management



Energy Management

SAHM. BUSINESS MODEL





The Sahm high-shelf warehouse with the blue glass facade.



The Sahm production site in Zlín/Czech Republic.
The Sahm subsidiary for markets in Eastern Europe.



The Sahm production site in Langfang/China.
The Sahm subsidiary for markets in Asia.

SAHM. WE TALK GLASS IN MANY LANGUAGES

Beer, soft drinks and spirits are enjoyed around the world – preferably in high-quality glasses, of course. Our decision to expand our business into the global market was a reaction to the needs of our international clients many years ago.

Our company philosophy is to monitor markets and get involved wherever the variety of beers and glasses is gaining in importance. To this end, we are currently focusing on the craft brewers' scene in the USA.

Since 2013 Sahm has been represented by a manufacturing facility in Toledo, enabling it to serve the American market.

This has been the company's philosophy for many years. And we haven't forgotten our roots.

Our headquarter in Höhr-Grenzhausen is and remains the competence and design centre of the corporate group.



SAHM. LOGISTICS - JUST IN TIME

Whether global or nationwide, SAHM is your fast and flexible partner for high-quality brand glasses and logistics tasks.

- Central element: state-of-the-art RFID- powered high rack warehouse in Höhr-Grenzhausen.
- Network of several production and storage subsidiaries throughout central and Eastern Europe.
- Production plants in China (Langfang) and in the US (Toledo)
- Fulfillment Solutions

SAHM. GLASSDESIGN - INNOVATION YOU CAN SEE

Creativity and inventiveness are the basic requirements of any business or product that wants to stand out from the competition. This is just as true for your beers, soft drinks and spirits as it is for your glasses. Glasses with an innovative design help to create an unmistakable brand identity and a unique position in the market. They make people want to drink your product and prompt them to buy it. Comprehensive expertise in conception and design coupled with a deep understanding of glass production, various grades of manufacturing quality and effective in-house decoration technology make the team at SAHM a dependable allround partner for your custom branded glasses.

In order to have the high design quality of our products checked by independent experts, we take part in the most important national and international design competitions – and frequently win awards! In recent years, many of our glasses have impressed the juries of the Red Dot Design Award, the Good Design Award Chicago, the iF Product Design Award and the German Design Award in terms of product quality and ambitious, innovative design.



Annette
Neunzig



Tobias
Schroeder

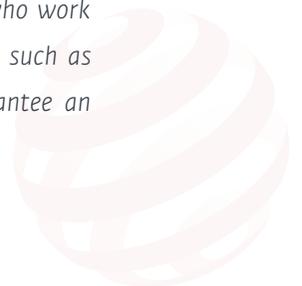


Rony
Plesl



Prof. Michael
Boehm

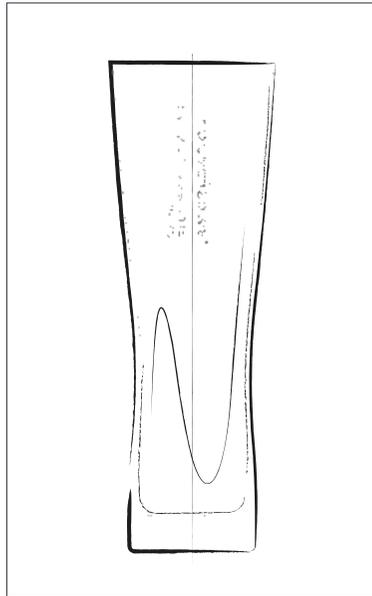
Besides our in-house designers – Annette Neunzig and Tobias Schroeder – who work in our own studio, we collaborate with internationally recognised designers such as Prof. Michael Boehm (Berlin) and Rony Plesl (Prague), all of whom guarantee an outstanding quality of glass design from SAHM.



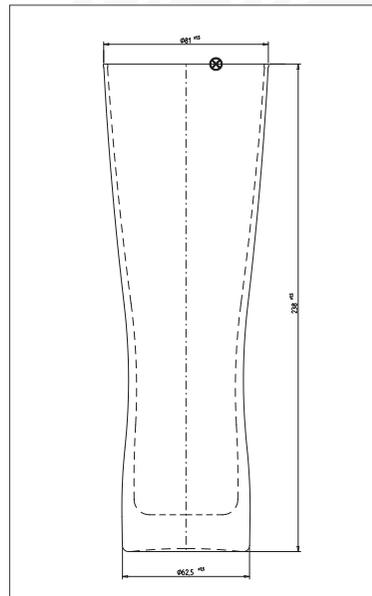
GOOD
DESIGN

SAHM. DESCRIPTION OF THE DESIGN

Designed by Prof. Michael Boehm. From the first sketch to the finished exclusive glass.



Sketch



Techn. Drawing



CAD



The Exclusive Glass



Prof. Michael Boehm

The anatomy of a successful tumbler shows:

A new glass should not only be innovative, before anything it should be correct. Of high importance is the interaction of design and decoration as presenters of the brand. A smooth functionality in connection with successful design work. The design of the Peroni tumbler is in principle the improvement of a classical & traditional American beer tumbler. The normal straight outline is being reinforced by a slight sinus curve. The glass is divided in the golden cut and because of that allows a convenient and safe treatment in the lower part of the glass without covering the decoration. A special peculiarity is the straight base, which creates a contrast to the swinging curve, and which underlines the massive ice bottom and which also provides modern simplicity to the glass.

In the brand presentation, freshness and casual trendiness - also generated by the decoration, stand esthetically in focus.

SAHM. DESCRIPTION OF THE DESIGN



STATEMENT
NICK MILLER
DIRECTOR SAB UK

One of the key things that endeared Peroni to both genders was the innovative 'vase'-style designer glassware that raised its on-trade presence immeasurably, but has since spawned a few copycat glasses.

Is Miller worried about increased competition? "It's flattering," he says. "The Peroni glassware is probably the best thing we've ever invested in."

The Publican 17 January, 2011

MoMA
The Museum of Modern Art





SAHM. TASTEDESIGN®

Because good taste is no coincidence.

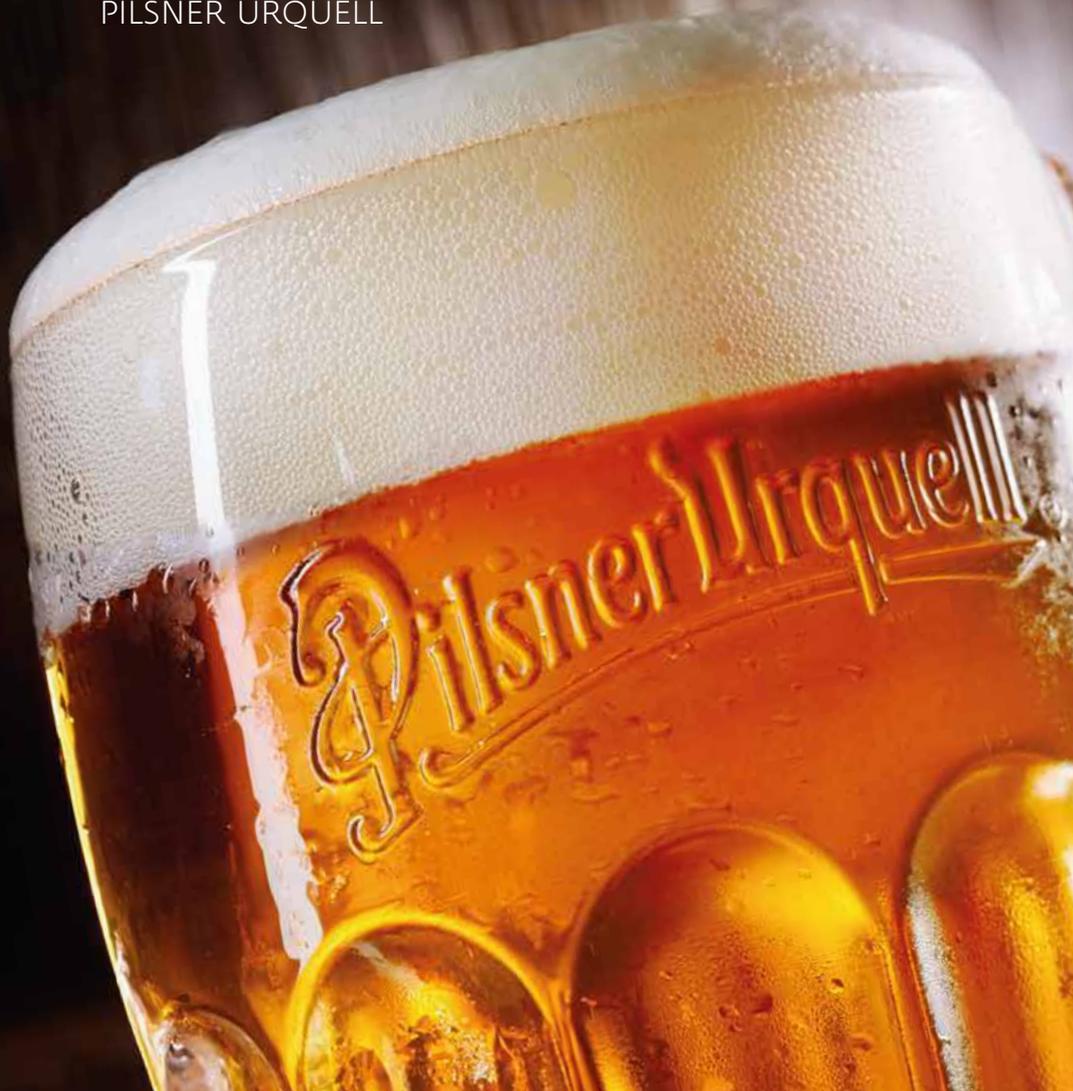


The glass makes the taste! Wine is sipped from a variety of different glasses. Only for beer does one say one glass fits all. But each beer is different. Each tastes different – even from sip to sip! This is because the aroma of a beer changes when it has more room in the glass to release its aromas. This is why we will develop the best glass for your beer. A glass that tapers upwards will always bundle the aromas towards the top, whereas a flared glass will not accentuate them as intensively. Our two glasses „Cleveland“ and „Tokyo“ are examples that show just how a beer's taste is changed by its glass. The former reveals a beer's concentrated fragrance and the tangy characteristics of its flavour. The „Tokyo,“ on the other hand, is more reserved in its presentation of a beer's aroma, lending it an almost sweet quality.

Two glasses that give you two different impressions of the flavour:
The beer tastes fresh and tangy in glass »A« but more mild and mellow in glass »B«.

DESIGN YOU CAN TASTE

EXAMPLE OF SUCCESS:
PILSNER URQUELL



SAHM. TASTEDESIGN®

One example of success is the „Pilsner Urquell tankard“: The glass shape has been optimised according to sensorial aspects of TasteDesign® so that the beer's taste properties are brought out to better effect. Look, aroma and flavour were defined using the benchmarking process, then the glass was adapted in a series of steps to match the benchmark. The result was a new glass design for the ultimate enjoyment of beer.



Markus Del Monego, expert gourmet and Master of Wine, judges beers on their sensorial qualities.

The interplay between a shape, a beer and its foam also plays an important role in its flavour. (see: www.tastedesign.de)

SAHM. TEMPERED GLASSWARE

Specially tempered glasses are considerably more resistant against: temperature shocks, mechanical stress. These shapes can be customised with your brand logo using state - of - the - art decoration technology, such as UV ink technology.



The customer really challenged us here: exclusive glass design, produced as a tempered relief tumbler, decorated with the latest UV ink technology and organic thermo printing as well as an additional laser decor on the base of the glass. It was worth the effort!

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TEMPERED
GLASSWARE

Choose from our range of
tempered Glasses!



BREWHOUSE

½ PINT / 1 Pint
brimful / tempered



TULIP

½ PINT / 1 Pint
brimful / tempered



NONIC

½ PINT / 1 Pint
brimful / tempered



BRIGHTON

1 Pint
brimful / tempered



EDGE

1 Pint
brimful / tempered



TOKYO

½ PINT / 1 Pint
brimful / tempered



DENVER

0,3 l / 0,5 l
1 Pint
tempered



MOLDAU

1 Pint
brimful / tempered



PRAG

0,3 l / 0,5 l
tempered

SAHM. DECORATIVE DESIGN - ENDLESS POSSIBILITIES

The decoration of your glasses is every bit as important as your company logo. The design of the glass decoration and technique of execution can express values such as quality standards, style, tradition and modernity. In this way, an anonymous product can become a valuable brand item that actively communicates your marketing message. We will create the right glass decoration for you – not only as a manufacturer, but also as a creative brand consultant. Our team of decoration designers are at your disposal with new ideas and years of experience, helping you to get your brands into the customers' minds and your products into their stomachs.



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DISCOVER MORE: WWW.SAHM.DE