



Borgonovo[®]
made in Italy

Company profile

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01

About us



Our company

Founded in 1950, Vetreria di Borgonovo is an independent, family-owned company based in Borgonovo Val Tidone, 70 km south of Milan (Italy).

Today it is fully owned by Mr. Pierfrancesco Piccioni, son of one of the original founders.

We specialize in the production of **high-quality, extra-clear soda-lime glass**, entirely **Made in Italy** and lead free.



Our history

1950

Foundation

The three founding partners, **Francesco Piccioni, Icilio Cantoni** and the tuscan master glassmaker **Mario Marzini**, decided to start the industrial production of glassware for home use.

1987

New management structure

After forty years of steady growth, the management evolved with the arrival of **Pierfrancesco Piccioni**, who embraced his father's legacy by **combining tradition with innovation**.

1990

Investments

In the last 30 years, **investments in technology and expertise** have allowed **Vetreria di Borgonovo** to double its production capacity, expand its facilities, and broaden its offer with in-house glass decoration through the acquisition of **Decover Srl**

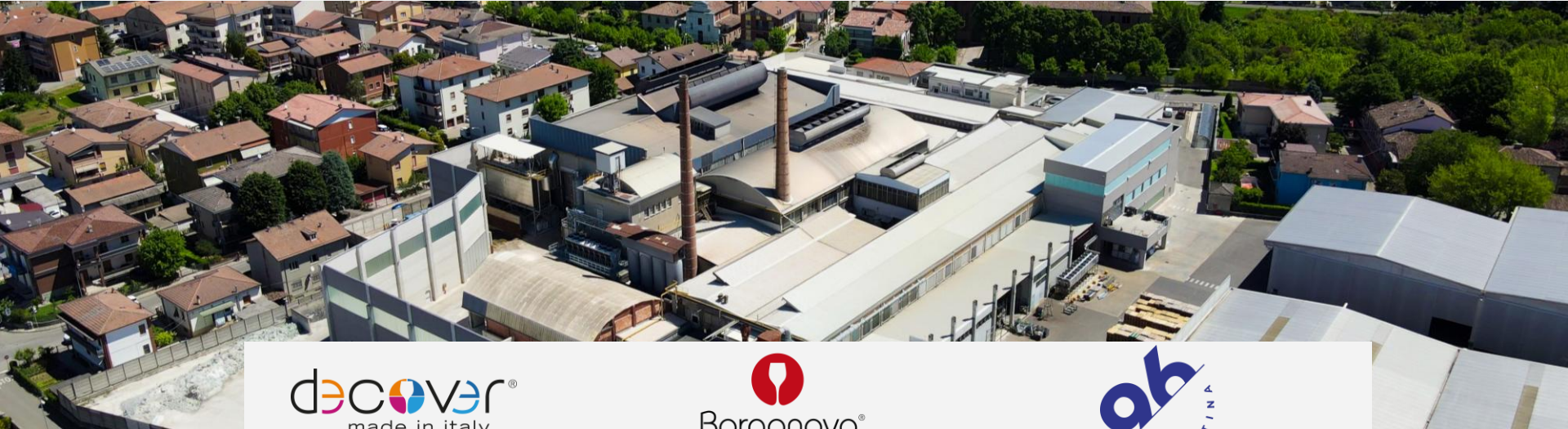
Today

Continued growth and innovation

After 70+ years, Vetreria di Borgonovo has evolved over time, but its **core remains unchanged: a strong, artisan commitment to Made in Italy quality, the true driver of its continued growth.**



Corporate structure



discover[®]
made in italy

Glass decoration service
company with different
decorative techniques


Borgonovo[®]
made in Italy

Extra-clear soda lime
glassware
manufacturing

ab
VALENTINA

Service company

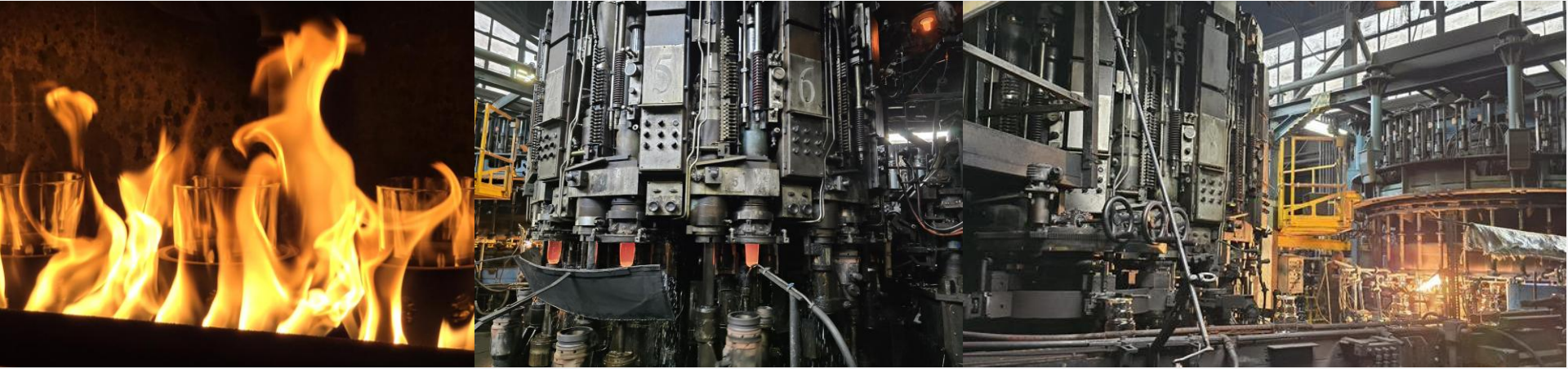




02

Production &
Services

The Factory



The production plant is based on about 100.000 sq.meters, of which 70.000 covered, including

- ✓ Glass production
- ✓ Decoration plant
- ✓ Packing department
- ✓ Logistics (warehouses, traffic department, etc.)





Production capacity

Vetreria di Borgonovo operates **two** furnaces with a total daily capacity of **nearly 200 tons**. This allows the company to produce **around 45,000 tons of glass per year**, equivalent to **180 million pieces** across **500 different shapes**.

The two kilns supply **nine production lines** equipped with a range of technologies, including:

- Pressing machines
- Blown glass machines
- IS (Individual Section) machines



Our Glass Products

We offer a broad range of glassware for the **bar, table, home, and Ho.Re.Ca. sector**, all crafted with attention to detail and quality.

Each piece reflects a blend of **artisan know-how and modern technology**. Alongside our standard collections, we provide a **customization service** to create unique, tailor-made items.

Our production is based on **three main techniques**, selected according to design and performance needs:

- **Pressed glass:** ideal for detailed, durable shapes and large volumes
- **Blown glass:** perfect for lightweight, elegant forms like tumblers and stemware
- **IS:** a hybrid method for more complex or customized shapes with greater efficiency

These methods allow us to deliver products that combine aesthetic value with high functionality, always upholding the highest standards of quality.



Pressed Items

- More than 70 years of know-how
- **Monolithic or Split molds**, depending on the shape, characteristics and requests
- Productions runs from 100K pieces up to millions of pieces
- Clear **definition of details**

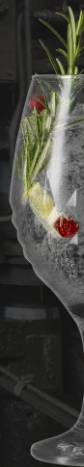


Pressed monolithic moulds

Pressed split moulds
(with embossement or handle)

Blow Items

Tumblers and stemware
Pulled stem: one-piece made, which means stronger and more durable
Embossments of logo or motif is possible but is smoother



IS

- This technique makes it possible to produce glass items with more complex or customized shapes.



A dark, semi-transparent background image of an industrial factory floor. A large yellow robotic arm is visible in the upper left, reaching towards the center. Various metal structures, pipes, and equipment are scattered throughout the scene, creating a complex industrial environment. The lighting is dim, with some highlights on the machinery.

03

Innovation &
Quality

Innovation

Vetreria di Borgonovo over the years has boosted innovation to its production and packaging processes, intensifying investments in machinery, software and latest generation technologies.

2002

3 automatic
palletizing stations
for cylindrical
products

2012

Automation also makes its way
into the production department
with the installation of the first
inspection machines

2021

Doubling of automatic palletizing
machine fleet with extension of
packaging automation process to
non-cylindrical glass shapes

2016

Creation of the automatic
station for the automated
assembly



Automation

Currently Vetreria di Borgonovo has:

- **27 Robot** for items handling and palletising
- **8 artificial vision systems** for automatic inspection
- **MES** (Manufacturing Execution System) Vertech for the collection, tracking and real time data analysis on each production line



Quality

Our products are constantly checked with specific instruments and high-tech machinery:

- Statistic measurements
- Dimensions and Capacity
- Visual Inspection – Cameras
- Thermal Shock
- Residual Stress
- Moulds Check
- Calibration on glass base
- Shape Conformity
- Print Conformity
- Packing Check





04

Certifications

Certifications

We are fully compliant with EU and international standards:

- MID – Measurement Instrument Directive
- ISO 14001 – Environmental Management
- FSSC 22000 – Food Safety Certification
- ISO 50001 – Energy Management
- Regular external audits by TÜV, SGS, Intertek etc.
- Members of Sedex and Ecovadis
- Certified product analysis by external Murano laboratories
- All suppliers comply with applicable EU regulations



Overall Score
↗ 55/100
Percentile ⓘ
62 nd



05

Environment



Environment



Vetreria di Borgonovo is sensitive to environmental issues and pursues a policy of continuous improvement:

- ✓ Internal policies for the **reduction of waste and CO₂ emissions**
- ✓ Cooling water recovery
- ✓ **Recycling** our own cullet glass
- ✓ ISO 14001 Certification
- ✓ ISO 50001 Certification
- ✓ 6623m² **solar power plant** installed on warehouse roofs



A dark, blurred background image showing two people in business attire shaking hands. The image is dimly lit, with the hands and suits appearing as lighter shapes against a dark grey background.

06

References

Some of the clients who trusted us

Vetreria di Borgonovo has extensive, renowned experience in the production of extremely high quality glass items. Over the years, we have worked with a large, diversified customer base, satisfying the needs of private individuals, companies and professionals around the world. Discover the customers who have chosen Borgonovo quality:



A still life scene featuring butterfly-themed glassware and decorations. In the background, a white lantern is adorned with several colorful artificial butterflies (yellow, purple, green, blue). To the left, a bunch of purple grapes sits next to a peach. In the center, a two-tiered glass stand holds macarons. In the foreground, a glass mug and a glass bottle, both decorated with a pattern of colorful butterflies, are visible. To the right, a cupcake with white frosting and a raspberry sits next to another bunch of purple grapes. A monarch butterfly is also visible in the bottom right corner. The entire scene is dimly lit, with a dark overlay.

07

Decoration

Discover

Here **creativity** becomes **reality**

In-house division specialized on glassware decoration

- Core business: glassware silk-screen printing
- Yearly output: about 80.000.000 pieces per year
- 9 production lines, up to 8 colors decorations



Decover

Silk-screen printed items examples



Other decorating techniques

Laser



Spraying (outsourcing)



Nucleation point



Pad printing



Customized services



In addition to the glass collections and shapes available in the catalogue, Discover offers **personalized decorations** to create unique, high quality items.

Thanks to our experience, we develop **tailor-made solutions**, including the **application of the company logo on glass**, for a distinctive product that best enhances the brand.

Customized products: Timing and MOQ

**Customer's decoration on
our standard glass shape**

MOQ: 10K pieces

Lead time: about 5 weeks from PO receipt
and approval of virtual drawing/sample (with
glass available in stock)*

*If glass is out of stock please forecast
approximately 8-10 weeks

**Customer's bespoke glass
shape**

**MOQ: from 100K
pieces upward**

Lead time: about 4 months from project
confirmation and PO receiving to our
production

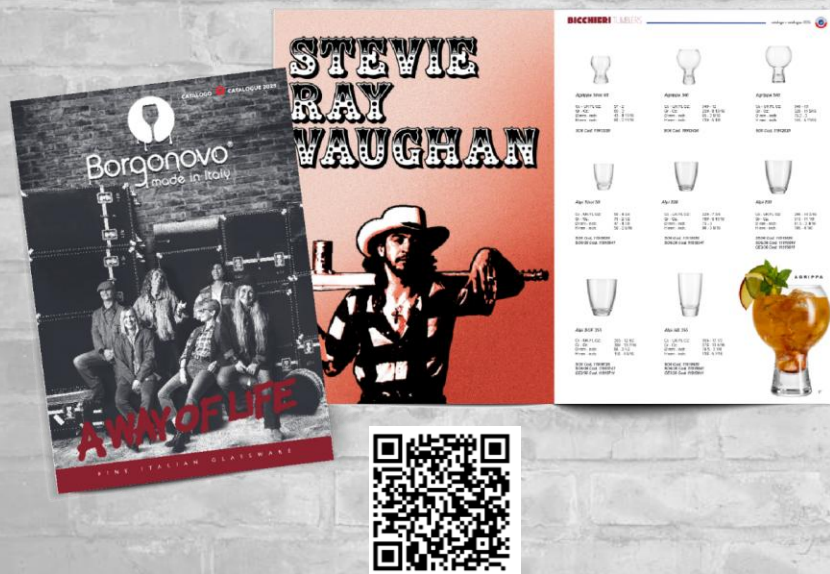


The background of the slide is a dark, semi-transparent image of an industrial setting. A large, yellow robotic arm is visible in the upper left, reaching towards the center. The rest of the background is filled with various industrial structures, pipes, and machinery, creating a complex, technical environment.

08

Contact info

Discover our new website & catalogue



<https://www.borgonovo.it/en/>



Thanks

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Borgonovo
made in Italy