

## PAŞABAHÇE, THE WORLD'S LEADER GLASSWARE COMPANY, PARTICIPATES IN AMBIENTE FAIR!

**Paşabahçe, world's leader glassware company, which is part of Şişecam, will once again participate in Ambiente, the world's largest international consumer goods trade fair.**

Paşabahçe, the world's largest glassware producer, will introduce its new collections and products designed to meet every consumer need across various categories to visitors at Ambiente, held at Messe Frankfurt from February 7 to 11, 2025. Paşabahçe will showcase these new products at its 555 m<sup>2</sup> booth with a prominent visual design, located in Hall 12 E80-83.

Having made life beautiful in over 150 countries across five continents for 90 years – since 1935 – with its stylish, timeless products, Paşabahçe will welcome customers and business partners at its modern and specially designed booth as one of the major exhibitors at the fair.

Embracing the motto, “Every moment of life is worth celebrating with Paşabahçe,” the global brand will introduce its drinkware, presentation, tableware, Borcam, and storage container ranges, along with its new sparkling Crystalline collection, designed for both home and professional use, to visitors from around the world.

The popular collection within the drinkware category in recent years, *Joy*, will be presented with its range of 12 distinct products. The *Elysia*, *Timeless*, *Leafy*, *Pinot*, *Serenity*, *Hill*, *Tokio*, *Iconic*, and *Bricks* collections will also be showcased at the fair with their newly added products to the ranges.

The newest addition to the tableware category, the *Elegant* collection, with its footed and non-footed serving pieces, is expected to be a highlight of this year's offerings. The *Frezya*, *Bouquet*, and *Leafy* collections will also be featured with new additions within the tableware category. Popular jug collections, including *Azur*, *Carre*, *Ciry*, *City Pop*, *Luna*, *Rings*, *Köşem*, *Bistro*, and *Space*, will be presented with new lids in contemporary colors.

Enhancing the storage solutions within the kitchenware category, Paşabahçe will feature its *Frezya*, *Chef's*, *Snowbox*, and *Lockie Lock* collections with newly designed lids in fresh colors.



*Borcam* ovenware, the practical helper in cooking and serving, will enter 2025 with innovative and distinctive new products. *Borcam's* gradual lids, launched in 2024, will make life easier in the kitchen. *Borcam's* new offerings include: rectangular baking tray for pizzas and tarts; more functional cooking products featuring a deep cooking pot, grill and designed with separator accessories; *Ripple engraved baking dishes* designed for visually appealing presentations; small-sized baking bowls for soufflés and cupcakes; and new colorful *Bake&Keep* collections with lids.

The *Aware Collection*, produced from 100% recycled glass as a key sustainability initiative, will be displayed at the booth with the newly added *Haze, Otto, Elementals, Linden,* and *Tokio* products.

Reflecting Paşabahçe's dedication to exquisite quality, the new *Paşabahçe Crystallin* collection will showcase numerous new products designed to enhance special occasions.

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## About Şişecam

Şişecam is a story of progress...

Founded in 1935 by İş Bankası with the vision and signature of Mustafa Kemal Atatürk, Şişecam was established to build Turkey's glass industry. Over the decades, Şişecam has grown from a local initiative into a global player in glass and chemicals.

As the only global company operating in all core areas of glass production, Şişecam is the global leader in glassware and chromium chemicals, among the top five producers in flat glass and glass packaging, and one of the top three producers of soda ash worldwide.

Şişecam operates across four continents and 14 countries, including Turkey, Germany, Italy, Bulgaria, Romania, Slovakia, Hungary, Bosnia and Herzegovina, Russia, Georgia, Ukraine, Egypt, India, and the United States. Şişecam plays a pioneering role in flat glass, glassware, glass packaging, chemicals, auto glass, glass fiber, mining, energy, and recycling industries. By placing innovation and technology at the core of its operations, Şişecam delivers its products to customers in over 150 countries through its robust supply chain.

Şişecam makes a meaningful difference in its industries with 90 years of expertise, a skilled workforce, and the use of smart technologies. Supported by more than 24,000 employees, Şişecam is steadily advancing toward its goal of becoming one of the top three global producers in its core industries.

With its CareForNext strategy, Şişecam works to ensure the sustainability of the glass and chemicals industries from the perspectives of protecting the planet, empowering communities, and transforming lives in line with the United Nations Sustainable Development Goals.



Şişecam is pursuing a better future through technology and innovation and continues its story of progress together with its entire ecosystem.

Learn more: [www.sisecam.com.tr](http://www.sisecam.com.tr)