

Press release – 1.09.2022

Strategic partnership between Pochet and Fives First electric furnace dedicated to luxury bottles in France

Pochet Group, a key partner of the luxury industry specializing in glass packaging for perfume, skincare and make-up, and Fives, an international industrial engineering group, are combining expertise to reduce carbon emissions and offer eco-friendly glass production.

Pochet du Courval, the division of the Pochet Group that has been an expert in shaping and decorating glass for 400 years, has stated an objective to reduce CO₂ emissions of its production by 50% by 2033 offering decarbonized glass to its clients. The Guimerville plant, located in Normandy, France, is an industrial flagship that manufactures and decorates more than one million glass bottles and jars every day for the most prestigious perfume and beauty brands.

Fives, a market leader in all-electric melting technologies, will design and supply an electric furnace for the Guimerville plant. The furnace - Prium® E-Melt cold-top vertical melter – is one of the most advanced technologies available to significantly reduce CO₂ emissions. The melter is designed based on Fives' significant electric melting operational experience.

The investment, supported by Pochet Group's private shareholders, is in line with the group strategy to reduce an environmental impact of the industry and will require a major transformation, both technological and human.

"This electric furnace will be the very first French furnace dedicated to luxury bottles enabling us to offer carbon-free glass to perfume, skincare and make-up brands that will deliver tomorrow's beauty," said **Benoit Marszalek, Pochet du Courval's Chief Operating Officer.**

"Fives is committed to providing innovative solutions based on our proven technology to electrify glass process. We help the industry partners to meet their objectives in terms of decarbonisation, as well as to train technicians and operators at the plant level," says **Alexandre Brusset, Vice-President of Glass at Fives.**

By forming this strategic partnership, both groups – Pochet and Fives – are undertaking a mission to make glass production more environmentally friendly.

Groupe Pochet

The Pochet Group is a family business founded in 1623. Expert in multi-materials through the innovative combination of its know-how in glass, plastic, decoration and beauty accessories, the Pochet Group produces high-end packaging for the perfume, skincare and make-up markets. A pioneer in CSR, Responsible Excellence is at the heart of the Group's values and strategy. The Pochet Group will celebrate 400 years of existence in 2023.

Fives Group

Fives is an industrial engineering group with a heritage of over 200 years and headquarters in Paris, France. Fives drives the limits of industrial engineering, ensuring continuous reliability for customers and the markets it serves. We design and supply production lines, machines and process equipment for industrial players in various sectors, such as steel, aerospace and special machining, aluminium, automotive and manufacturing industries, cement, energy, logistics and glass. Every day, Fives is committed to demonstrate that industry can do it.