

NOT  
A  
MISTAKE

NOT A MISTAKE

PCR GLASS | NO HOMOGENEOUS  
INNER GLASS DISTRIBUTION  
VISIBLE SEAM LINES | POOR  
SURFACES | BUBBLES AND BLISTER

ADDICTED TO GLASS



**HEINZGLAS**  
family-owned since 1622



**Unadulterated and honest irregularities according to the modular principle: The individual glass looks in line with the trend towards a new naturalness and is economically and ecologically worthwhile.**

A premium glass with a crooked bottom inside, irregular surface or enclosed air bubbles? What seems to be a mistake at first glance is absolutely wanted and becomes pure design at the traditional company HEINZ-GLAS! With its „NOT A MISTAKE“ series, the Upper Franconian glass producer turns deviations from the norm into an aesthetic that is as trendy as it is honest and an opportunity for its customers. In our often uniform world, this authentic, unadulterated

look guarantees the customer maximum attention. And it testifies to ecological awareness. Glass is made of natural materials and can only be brought into a flawless shape with great effort. The more deviations are tolerated, the more sustainable the manufacturing process and the more natural the appearance – without any compromise in terms of quality. The use of 25% recycled glass and green energy increases the climate-friendly factor once again.





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No.4

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Whether glass jar or bottle, „NOT A MISTAKE“ makes all glass products an honest design eye-catcher. In prototypes, HEINZ-GLAS has illustrated the aesthetic effect that the customer can achieve with different irregularities. To support the natural and fresh charm, lightly colored glass is recommended, as you can see from the original Thuringian Forest glass. „With the new series, we are diving deep into our own history: The look is deliberately reminiscent of the good, old

glassmaking craft with which HEINZ-GLAS started 400 years ago in the region,“ affirms CSO Virginia Elliott. „Especially for the field of natural cosmetics, ‚NOT A MISTAKE‘ is a statement: This honest packaging fits the nature-loving product. It is sustainable, high-quality and declares the desired imperfection in perfect perfection to be a design element.”

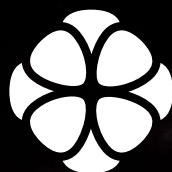


NOT A MISTAKE

No.5

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# 400 YEARS YOUNG

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DESIGNING FUTURE.  
SINCE 1622.  
**HEINZGLAS**