



Fortessa, Inc. 800.296.7508

DAZZLING NEW DESIGNS BY
SCHOTT ZWIESEL/FORTESSA
LIGHT UP THE TABLE

FOR IMMEDIATE RELEASE:

Sterling, VA – Creative shapes and styling in the glassware collections unveiled by Schott Zwiesel/Fortessa make a smart, sparkling design statement, setting a new standard for elegant presentation. Combining original forms with the industry’s most advance technology, the new lines offer a dazzling array of stems and barware with unprecedented durability.

Intriguing design elements push the modernist aesthetic. The ultra example is “Pure,” a new collection featuring avant architectural detailing in linear, sharply-angled bowl shapes on long stems. “The contemporary, radical new shape has been a run-away hit from its introduction,” said Scott Hamberger, vice president at Fortessa. The Pure designs are a harbinger of the clean-lined, inventive designs that are changing the look of today’s tablescapes, Mr. Hamberger noted.

Crafted with Schott Zwiesel’s breakthrough tritan® technology - that produces a uniquely pure, hard and durable crystal glass - the new stemware is resistant to breakage and chipping. As all tritan® crystal glassware, the Pure designs are dishwasher-safe, stain-scratch resistant and retain their brilliance over the life of the glass.

Also in a contemporary mode, “Carat” is styled with rounded shapes on decorative stems embellished at the top with glistening “appliqués.” The artfully-fashioned stems have a gemlike brilliance that complements upscale casual and also more elaborate settings. The series of 11 tritan® designs are shaped for a range of specific wines.

Smoothly-tapered bowls of the new “Fortissimo” collection stand tall on slim stems, accenting elegance to a high degree, with the ability, as well, to elevate the style of casual or formal table décor.

Reflecting a basic, precise balance of beauty and function, the “Forté” designs have a warm appeal, with rounded bowls and slender stems. Styled for ultimate wine enjoyment, the tritan® crystal glasses come in seven shapes and sizes, designed to enhance the flavor, body and aroma of specific varieties.

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The new Schott Zwiesel/Fortessa collections are strengthened by continuing developments in quality craftsmanship, such as the fire-polishing of seams or connecting points between stem and bowl. Another advance in machine-made glassware shows up in several of the new Schott Zwiesel lines - in stems and flutes that are crafted with tiny "bubble points " in the glass bowl, to direct a steady stream of bubbles, thus prolonging the effervescence of Champagne and sparkling wines.

Through a blend of innovative style elements and technical prowess, new glassware designs provide the superb, quality presentation that can light up the contemporary table.

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