

Schott Zwiesel News: The Benefits of Change

Schott Zwiesel has a 130-year history of innovation and success. The company brand is recognized around the globe, synonymous with the very best quality. Schott Zwiesel has several “firsts” to its credit: the first automated production lines for stemware; the first automated production lines for lead crystal stemware; the first lead-free crystal; the first computer-controlled optical quality controls and, most recently, Tritan® titanium crystal.

On October 1, 2004, in a newly-formed partnership, **Fortessa, Inc.** assumed responsibility for all **Schott Zwiesel** sales and marketing activities in North America. This latest development in Schott Zwiesel growth, brought customers the following benefits:

Access to Schott Zwiesel’s current products

For a number of years North American foodservice customers have not had access to Schott Zwiesel current product ranges, such as the exciting Forté stemware collection. As well, customers were not kept abreast of the changes in product assortment - and equally important, the phasing out of certain product ranges.

Now, through **Fortessa**, customers can access Schott Zwiesel’s most current products, including stemware and barware, as well as a full range of accessories. To see the range of product stocked in the US, Canada, and Mexico, please visit the Fortessa Web site, at www.fortessa.com

Tritan® titanium crystal – the Best Crystal Glass in the World

All of **Schott Zwiesel** machine-made stem and barware supplied by **Fortessa** is made from **Schott Zwiesel’s** Tritan® titanium crystal glass – the best crystal glassware in the world. Tritan® is the hardest, strongest, clearest, most brilliant crystal glass available!

This claim is backed up by the test results that prove it. Tritan® crystal is certified with the best results for any crystal glass in all of the following categories:

Durability

Impact pendulum test	DIN 52 295
Thermal Shock (Rapid Cooling)	DIN 52 321
Thermal Shock (Temperature Change)	DIN 52 313
Drop Test	Example:

Schott Zwiesel's "Diva" stems were dropped 25cm onto steel plates without breaking.

Flexural-strength Test

The fine stems of Schott Zwiesel glasses can be flexed without snapping.

Brilliance

LGA Certified Tritan® can sustain more than 1000 dishwasher cycles with no effect on its brilliance or clarity;

In a quartz sand-scratch test - after 1000 revolutions, the surface of the glass was clear and free of scratch marks, and retained its luster.

Tritan Crystal rates superior marks for transparency, refraction and reflection, compared to any other crystal glass.

Expertise and support

Fortessa offers customers the full support that reflects **Schott Zwiesel's** wine and bar expertise – built up over 130 years of manufacturing experience!

Fortessa also can provide training and guidance on range selection, along with advice on how glasses can complement wines and cocktails.

Special services

Through **Fortessa**, customers can take advantage of **Schott Zwiesel's** screen printing and decorating services.

Factory Direct

Schott Zwiesel's long term commitment to the North American market is demonstrated by its equity stake in **Fortessa**. In effect, **Fortessa** operates as an extension of **Schott Zwiesel** in the North American market for the sale and support of Schott Zwiesel products.

Fortessa, Inc.

800/296/7508

www.fortessa.com