

LAV  
HORECA

**B2B**  
PRODUCTS &  
SOLUTIONS

CATALOG

LAV  
HORECA

# Unveiling a

As we heralded 2023 with a promise of change, this catalog stands as a testament to our unwavering dedication to innovation and growth. The brand new chapter of our story: LAV HORECA's mission goes beyond merely serving the hospitality industry. Our goal is clear: to enhance the value we deliver to our industry partners and to fortify our position as a cornerstone of the sector.

This catalog not only reflects our commitment to innovation and growth in HORECA but also highlights our strategic expansion into B2B solutions in various areas of food and beverage industry. We are here to revolutionize how businesses use branded glassware and packaging to enhance their brand presence. Our aim is to create branded glasswares that perfectly accompanies your marketing campaigns and branding efforts.

In the B2B domain, LAV HORECA stands out by offering tailored solutions that meet the diverse needs of the food and beverage industry. Our approach is characterized by robust service capabilities, customer-specific designs, and a continuously growing portfolio that now includes double-piece production and advanced tempering technologies. Each product we offer undergoes rigorous quality controls, ensuring we meet our high standards of impeccable quality. Furthermore, we design our products to endure up to 1000 washes, demonstrating our dedication to durability and long-term use. We know the value the true value behind a logo and we do our best to create the most reliable glassware that will carry your brand's message for years to come.

Utilizing the latest printing and laser technologies to create specially branded glassware, we offer customized B2B solutions that are visually striking and intimately aligned with each brand's marketing needs. Our design team works closely with businesses to select the best decorating technology, design aesthetics, and placement that embody the brand's message and values according to the latest trends and consumer behavior. Whether it's creating an exclusive line of glassware for promotional bundles or crafting unique pieces for seasonal campaigns, our goal is to provide tailor-made solutions that enhance our clients' marketing impact.



## NEW CHAPTER

Packaging is a critical aspect of our B2B offerings. We understand the importance of custom-branded packaging in reinforcing brand identity and enhancing customer experience. Our packaging solutions are not only functional but also aesthetically pleasing, tailored to reflect the unique branding of each business we serve. By incorporating advanced technologies, we ensure that our packaging meets the highest standards of quality and design.

Our commitment to delivering your brand's message through our glassware extends beyond product design and into every aspect of our operations, including our customer relations and logistic capabilities that ensure worldwide reach. Partnership with us means gaining access to tailored solutions from our design team and benefiting from the invaluable insights provided by our experienced sales team. From sales to design, production to logistics; each responsible B2B team will be there and guide you to the best possible outcome.

At LAV HORECA, we remain at the cutting edge of innovation, thanks to our state-of-the-art laboratory and a team of experts dedicated to developing revolutionary products. We stay abreast of the latest design and consumer trends, enabling us to craft original and timely designs that meet the dynamic needs of the industry. We have expanded our offerings to include more tempered glass items, a broader array of stackable products, and an increased selection of fine-rimmed options. These developments provide brands and businesses with solutions that epitomize durability, hygiene, ease of use, and elegant decorations and designs.

Sustainability remains at the core of our operations, driving us to quickly respond to market shifts and the global emphasis on sustainable practices. Our efforts go beyond aesthetics; we focus on the environmental, social, and economic impact of our products. Our unique design style, coupled with our core principles of transparency and sustainability, fuels our commitment to excellence in the HORECA industry and B2B solutions. We are not just participants but leaders in fostering the global movement towards sustainable living—from production to consumption. We understand that today's professionals and consumers seek products that are as responsible as they are visually appealing.

As we continue our journey of sustainable, value-creating growth, we do so in partnership with our global business allies.

*We invite you to join us in this journey, leveraging our unparalleled expertise and innovative solutions to elevate your brand and redefine success together.*

**Ümit ZOR**  
LAV HORECA General Manager



*“Our goal is to provide tailor-made solutions that enhance our partners’ marketing impact.”*



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Sip, Savor, Promote

# this is

LAV HORECA's commitment to excellence is fueled by a dedication for technological advancement, passion for a better world and a creative spirit that shines through each and every product.

LAV HORECA is built specifically to meet the unique needs of HORECA and Food&Beverage professionals. It embodies a new era of business, combining style and functionality to improve the hospitality experience. LAV HORECA focuses on customer-oriented service and provides products that are not only aesthetically pleasing, but also designed to facilitate operations and improve efficiency in fast-paced environments.

LAV HORECA products are designed to withstand the rigors of the industry. Our range meets the industry's practical needs, with tempered glass that is up to five times more durable than standard glassware and stackable designs for optimal storage solutions, as well as items with fine-rimmed for a more refined dining experience. LAV HORECA also offers colorfully decorated product lines and custom-made branded glassware solutions that retain their visual appeal after 1000 washes.

We aspire to set new industry standards by offering lifetime warranty product lines, demonstrating our commitment to sustainable business relations, and creating long-term value for food&beverage professionals.

At LAV HORECA, we listen to industry feedback and respond with innovations that not only meet but exceed expectations. Our goal is to leave a lasting impression on the HORECA industry by offering solutions that are both elegant and functional, ensuring that every service is not only served but presented with excellence.

Elevate your catering experience with LAV HORECA and envision a future in which quality, style, and customer satisfaction are seamlessly integrated to meet the ever-changing demands of the hospitality industry.



## innovation

We place high importance on innovative ideas and technological developments at LAV HORECA, and with the support of our young personnel, we have positioned innovation at the heart of all divisions. Our R&D section is responsible for the majority of our original efforts, with innovation and technology serving as guiding principles. We are one of only three companies in the world with our Technopark to build our production technologies in our industry.



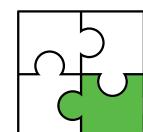
## business partnerships

LAV HORECA focuses on the specific demands of each business partner and provides the most appropriate, inventive, and creative solutions to these needs. Through transparent and always open communication channels, we ensure that our business partners are included in all processes. LAV HORECA's objective is to help our business partners increase the value of their brands and develop meaningful connections with consumers.



## culture

At LAV HORECA, we believe that the secret to our success is a healthy work atmosphere that encourages free thinking and innovation while highlighting knowledge, ability, and competence. We endeavor to provide all of the necessary conditions for our employees to grow as professionals and individuals. We dedicate ourselves to empowering and supporting our staff through the recruitment process, in-house training, and reward programs.





## this is

LAV HORECA, has the backing of the world's fifth-largest glassware production facilities, with state-of-the-art technologies and a commitment to constant innovation. Our two megafactories are capable of putting out 2 million units per day. But producing millions of pieces of glassware isn't the limit for us; our "factory in a factory" concept develops and produces our own machinery and manufacturing equipment to guarantee the highest standards of quality and productivity.

The commitment to sustainability is another course set for LAV HORECA as the least water and energy consuming producer in the glassware sector. Our 2000+ expert employees take great pride in being a sustainable, innovative, and high-quality Turkish brand known and appreciated around the world.

*“Leading the global glassware industry by driving innovation and sustainability: LAV HORECA sets new standards with every piece produced. ,”*

## HOW WE PRODUCE

**2** mega factories

**2** million pieces daily capacity

**2**000+ employees

**52%** white collar woman employee

**5<sup>th</sup>** world's largest glassware producer



## highest

At LAV HORECA, we uphold the principle of delivering consistently high-quality results across all service environments through a robust, integrated, and systematic approach. This ensures that every one of our catering and B2B clients experiences a transparent and seamless interaction with us, irrespective of their scale, scope of operations, or global location. To this end, we have secured globally recognized certifications in vital areas including production, marketing, communication, licensing, and sustainability, guided by a Total Quality Management strategy to standardize excellence in our services.

Possessing these certifications enables us to meet the diverse regulations and standards of the hospitality industry, opening doors to new market opportunities and enhancing our service offerings.

Our dedication to quality not only sets us apart in the competitive HORECA and B2B sectors but also boosts our operational efficiency and effectiveness, enabling us to deliver superior products and services at competitive prices. This commitment underlines our goal to be the preferred partner in enhancing the dining and catering experience worldwide.

“ LAV HORECA redefines quality in every interaction, ensuring a seamless and superior service experience worldwide. ”

## STANDARDS

### UKCA

for Capacity Serving Measures

### CE

for Capacity Serving Measures

### BCR

Global Standards

### ISO9001

### UNDP

### BREEAM

### MID

### Sedex

### EFQM

### LRQA



# Innovation & SUSTAINABILITY

As we progress on our journey towards sustainability, we are excited to present our third annual sustainability report under the banner of LAV HORECA. This report aims to provide a transparent overview of our sustainability initiatives, focusing on their environmental, social, and economic dimensions, and detailing the integration of these principles into our operational practices.

At LAV HORECA, the sustainability report underscores the critical need to confront climate change and other pressing environmental and social issues within the contemporary business landscape. We believe that true success transcends financial metrics and includes a deep commitment to respecting our communities, the environment, and diverse stakeholders. Our business model integrates key elements such as legal compliance, employee wellbeing, and digital transformation. This holistic approach forms the backbone of our extensive sustainability agenda, crucial for navigating the complexities of today's corporate environment.

Embracing a dynamic, forward-thinking, and eco-conscious management style, LAV HORECA actively embeds sustainability into the core of our strategic initiatives. Our "Journey through Glass" sustainability framework for 2020–2025 sets forth our commitments and ensures they resonate with our corporate vision, values, and strategic goals. This strategy accentuates the importance of identifying risks and seizing opportunities by weaving sustainability into our everyday business operations. In 2022, we refined our sustainability focus to concentrate on three pivotal areas: "Better Company," "Better Products," and "Better World." These objectives are meticulously aligned with specific United Nations Sustainable Development Goals (SDGs) and are regularly assessed via the LAV Sustainability Scorecard, an integral component of our Balanced Scorecard and individual performance assessments.

The Sustainable Development Goals (SDGs) represent a global appeal initiated by the United Nations, urging governments, corporations, and NGOs to collaborate and act on essential issues that will define our shared future. The set of 17 goals aims to lay the groundwork today for a more sustainable tomorrow. At LAV HORECA, we are committed to advancing these goals as a cornerstone of our strategy for sustainable value creation. Our activities directly contribute to seven of these goals, reinforcing our dedication to building a sustainable legacy.

## Our Support To UN's Sustainable Development Goals



We wish to ensure availability and sustainable management of water and sanitation for all, aiming to improve water quality, access, and sustainable management by 2030.



We are committed to ensuring universal access to affordable, reliable, and sustainable energy, prioritizing the growth of renewable energy sources and improving energy efficiency.



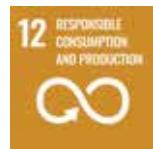
We support women's participation in social and economic life. We are a signatory to the UN Women's Empowerment Principles. We develop practices to increase the ratio of women employees and executives.



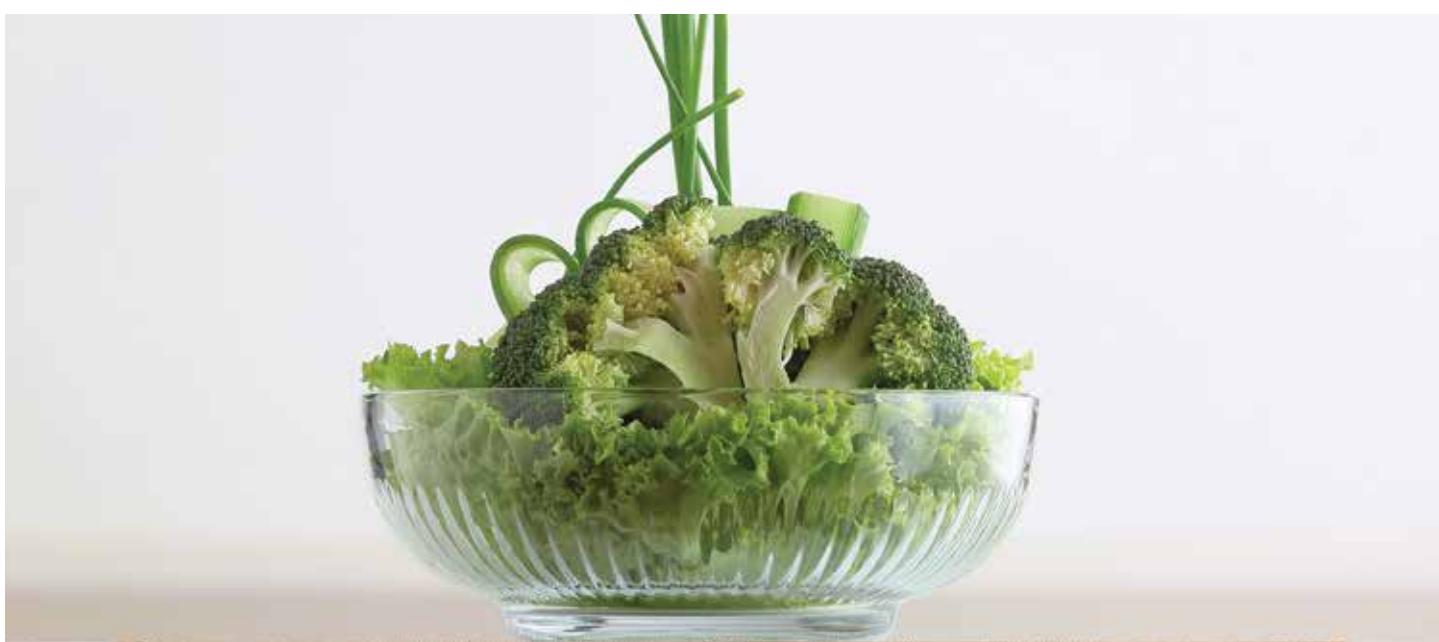
Our R&D initiatives increase economic value. We try to eliminate child and forced labor from our supplier chain. Local supply boosts our country's economy. Our staff get the working conditions they deserve because we lead global standards.



We invest in products with low environmental impact and high added value. We collaborate in the field of R&D and gain competitive edge by producing machinery. We're dedicated to Industry 4.0 and digitalizing our processes.



Our aim is to produce better products with fewer resources without sacrificing quality and safety. We describe our products transparently and honestly. We highly favor the circular economy and advocate glass recycling and reducing plastic use.



# global

Thanks to the professional expertise and dedicated efforts of our global team and regional managers, we are proud to have become an integral part of countless establishments and table settings worldwide. Our unwavering commitment to serving customers and business partners across the globe has enabled us to establish a presence in over 200,000 locations across 145 countries, supported by our extensive network of 350 sales partners.

At LAV HORECA, we recognize the critical importance of timeliness and accuracy in the delivery of our products. This understanding drives our meticulous management of packaging and shipping processes. Our robust, efficient, and sustainable packaging solutions not only enhance the operational efficiency of our business partners but also ensure that their goods arrive in impeccable condition, ready to impress as they journey across the globe.

Furthermore, the logistics team at LAV HORECA is distinguished by its accessibility and integrity. Always available to assist, our logistics team upholds a standard of transparency and honesty, ensuring that our partners remain well-informed and confident in the handling of their orders at every step of the logistics process. This open communication is vital to maintaining the trust and satisfaction of our partners, solidifying our reputation as a reliable and responsive provider in the B2B operations.

*“ Delivering excellence across continents, our logistics ensures every product arrives not just in perfect condition, but ready to inspire and delight ,”*

# REACH



icons



DO NOT USE  
IN THE OVEN



MICROWAVE SAFE  
WITHOUT PLASTIC LID



LEAD FREE



DISHWASHER  
SAFE



ONLY SUITABLE  
FOR DRY FOOD



DO NOT TAKE DIRECTLY  
FROM FREEZER TO MICROWAVE



AIRTIGHT



STACKABLE



WASH BEFORE FIRST USE



NUMBER 5 CODED  
PLASTIC - RECYCABLE



SERIES



FINE RIM



LEAKPROOF



FOOD SAFE



SILICONE LID



NUMBER 4 CODED  
PLASTIC - RECYCABLE

## ICON GUIDE

With this icon guide you can easily identify the properties of our products and choose the most accurate products for your needs.

# design

## new forms and shapes

Our R&D team excels in creating entirely new glass products tailored to client specifications. Utilizing cutting-edge technology, we design unique and functional forms from scratch, ensuring each product meets precise needs and stands out in the market with unparalleled ease and innovation.

## bottom embossing

Transform the base of a glass with our cost-effective bottom embossing technique. This customization not only creates a distinctive look but also strengthens brand identity, adding a unique touch that elevates the customer experience without significant investment.

## lid design

Customize silicone and plastic lids with embossing to meet specific client needs. Our versatile lids can be produced in any color, ensuring a perfect match with brand aesthetics and enhancing the visual appeal of every product with a lid in our portfolio.

# CAPABILITIES



# decorative

## screen printing

It can be applied to smooth surfaces and products with flatter forms. The available print area varies from product to product. Spray paint can be applied to both the beneath the screen printed area and over it.

### Paint and materials

- **gold/platinum:** Real gold and platinum are applicable.
- **transparent colors** ➢ **opaque colors** ➢ **neon colors**
  - **frosted paints:** They are semi-permeable paints that give the appearance of sandblasted or cut glass.
  - **metallic colors:** The glitter inside these paints make them look shiny.
  - **thermochromic colors:** These are dyes that change color with heat or cold.
  - **relief applications:** fluffy tactile decor application.

## pad printing

It is applied to the base of the products with silicone pads. It is also possible to apply spray paint over this application.

## spray coating

It can be applied to a whole body or just locally to a product. It allows applications such as base painting, half painting, and painting with 2-3 color transitions.

### Paint and materials

- **transparent colors** ➢ **opaque colors** ➢ **neon colors**
- **frosted paints:** Semi-permeable paints that give the appearance of sandblasting and cutting.
- **metallic colors:** The glitter inside these paints make them look shiny.

## brush applications

All spray application colors, real gold and real platinum can be applied to the rims of glasses with the a brush.

## laser applications

- **nucleation:** It is applied to the inside of the glass and makes the bubbles of any fizzy drink appear more intense to provide a more enjoyable drinking experience.
- **laser print**

# CAPABILITIES



# TUMBLERS



## DECOR APPLICATIONS:

### • Organic UV paint:

- Transparent yellow
- Opaque green
- Opaque orange
- Opaque orange on rim

## DECOR APPLICATIONS:

### • Thermoplastic paint:

- Opaque green
- Opaque light green
- Matte white

## SPRAY APPLICATIONS:

- Transparent green on foot

**DECOR APPLICATIONS:**

• **Thermoplastic paint:**

- Matte white
- Black
- Frosted white

**DECOR APPLICATIONS:**

• **Organic UV paint:**

- Matte white

**SPRAY APPLICATIONS:**

• **Bicolor full body**

- Orange
- Yellow



Girona (p22)

Paris (p22)

## tumblers



**name :** **aspen**  
**code :** asp340  
**volume :** 405 cc - 13 3/4 oz  
**height :** 94 mm - 3 3/4 in  
**diameter :** 71 mm - 2 3/4 in



**aspen**  
asp351  
510 cc - 17 1/4 oz  
145 mm - 5 3/4 in  
66 mm - 2 5/8 in



**paris**  
prs336  
360 cc - 12 1/4 oz  
100 mm - 3 7/8 in  
63 mm - 2 1/2 in



**name :** **girona**  
**code :** gro337  
**volume :** 370 cc - 12 1/2 oz  
**height :** 135 mm - 5 3/8 in  
**diameter :** 70 mm - 2 3/4 in



**tokyo**  
tok528  
290 cc - 9 3/4 oz  
117 mm - 4 5/8 in  
75 mm - 3 in



**ikaria**  
ikr437  
370 cc - 12 1/2 oz  
90 mm - 3 1/2 in  
85 mm - 3 3/8 in



**name :** **vienna**  
**code :** vnn347  
**volume :** 475 cc - 16 1/4 oz  
**height :** 109 mm - 4 1/4 in  
**diameter :** 71 mm - 2 3/4 in



**lyon**  
lyn348  
480 cc - 16 1/4 oz  
145 mm - 5 3/4 in  
63 mm - 2 1/2 in



**athens**  
ath331  
315 cc - 10 3/4 oz  
166 mm - 6 1/2 in  
60 mm - 2 3/8 in



**name :** **nice**  
**code :** nic349  
**volume :** 495 cc - 16 3/4 oz  
**height :** 140 mm - 5 1/2 in  
**diameter :** 66 mm - 2 5/8 in



**bologna**  
bol336  
360 cc - 12 1/4 oz  
95 mm - 3 3/4 in  
82 mm - 3 1/4 in



**tokyo**  
tok333  
330 cc - 11 1/4 oz  
90 mm - 3 1/2 in  
79 mm - 3 1/8 in



**name :** **cadiz**  
**code :** cdz334  
**volume :** 340 cc - 11 1/2 oz  
**height :** 88 mm - 3 1/2 in  
**diameter :** 84 mm - 3 1/4 in



**nairobi**  
nrb331  
310 cc - 10 1/2 oz  
120 mm - 4 3/4 in  
72 mm - 2 7/8 in



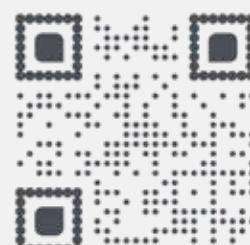
**napoli**  
npl334  
215 cc - 7 1/4 oz  
91 mm - 3 5/8 in  
66 mm - 2 5/8 in



**name :** **warsaw**  
**code :** wrs234  
**volume :** 340 cc - 11 1/2 oz  
**height :** 99 mm - 3 7/8 in  
**diameter :** 84 mm - 3 1/4 in



**helsinki**  
hel232  
325 cc - 11 oz  
130 mm - 5 1/8 in  
80 mm - 3 1/8 in



*Explore the  
world of*  
**LAV**  
HORECA

# Drink to Remember: Tumblers as Lasting Advertisements

In the dynamic world of business, standing out among the competition is crucial. One effective and lasting way to ensure your brand or campaigns remain in the spotlight is through high-quality, branded tumblers. These everyday essentials are more than just vessels for beverages; they are powerful tools for long-term advertising.

Investing in premium-branded tumblers offers a unique blend of practicality and promotion. Every time a client uses a branded tumbler, it brings your business to the forefront and creates continuous visibility. Unlike traditional advertisements that have a limited shelf life, a well-crafted tumbler can promote your brand for years.

The advantages of high-quality tumblers extend beyond mere brand visibility. A study by the Promotional Products Association International (PPAI) found that 83% of people are more likely to do business with brands that give them useful promotional products. Tumblers, both useful and aesthetically pleasing, serve as constant reminders of your business, fostering brand loyalty and recognition.

Furthermore, we guarantee the precise and elegant display of your brand's logo and message through our skilled design team, tailor-made solutions, advanced glass printing, and decoration services. Our tumblers are designed to withstand the test of time, both in terms of durability and style. This longevity not only reinforces your brand's image of quality and reliability but also maximizes your return on investment.

Every brand should consider the environmental impact as well. Branded tumblers encourage the use of reusable drinkware, aligning your brand with sustainability. This eco-friendly approach not only appeals to the environmentally conscious consumer but also positions your business as a responsible and forward-thinking entity.

*“In an era where digital advertising is ubiquitous, tangible promotional products like tumblers offer a refreshing and memorable alternative. They create a personal connection with your audience, something digital ads often fail to achieve.”*

By investing in high-quality, branded tumblers, you are not just providing a product; you are offering an experience that keeps your brand at the top of your clients' minds.

In conclusion, branded tumblers are a smart investment for any business looking to make a short-term impact accompanied by a lasting impression. Our glassware production quality, combined with our top-notch branding services, ensures that your business remains in the spotlight with every sip. Embrace this long-term advertising strategy and see your brand thrive in the hands of your clients.



Showcase your craft  
and elevate your  
brand's visibility  
to appeal with every  
glass served.

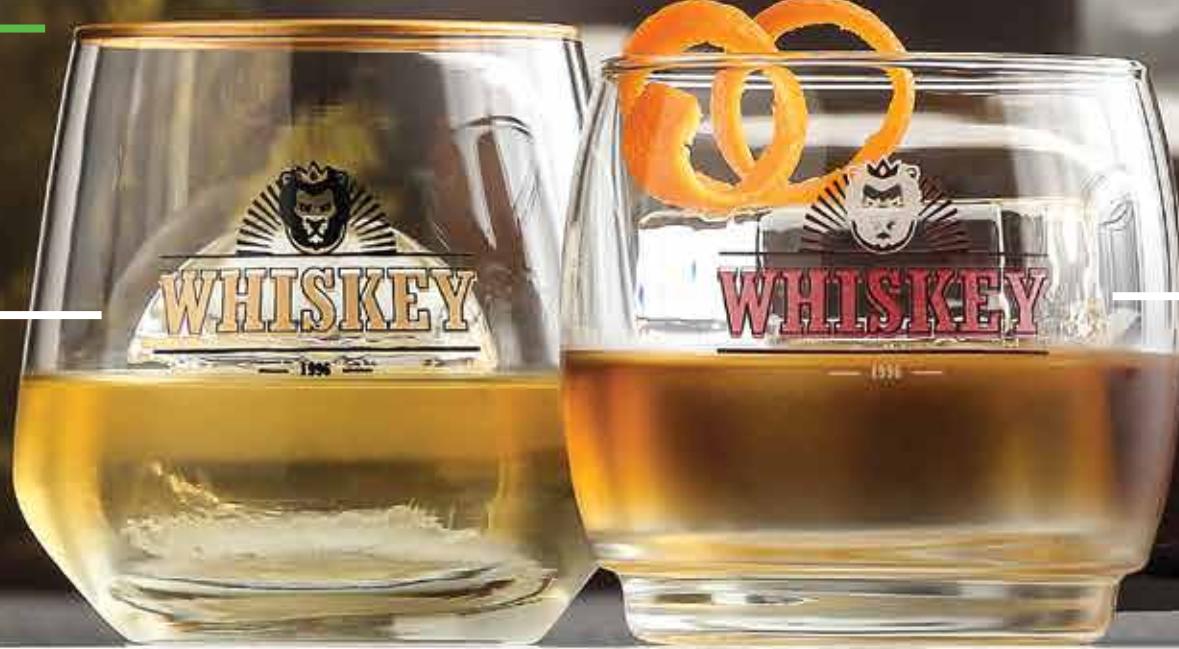
# WHISKEY GLASSES

## DECOR APPLICATIONS:

- **Thermoplastic paint:**
  - Imitation gold
  - Opaque black
- Gold glitter on rim

## DECOR APPLICATIONS:

- **Organic UV paint:**
  - Opaque brown
  - Frosted white
  - Transparent metallic red



**DECOR APPLICATIONS:**

• **Organic UV paint:**

- Transparent red
- Silver foil



Girona (p28)

**DECOR APPLICATIONS:**

• **Organic UV paint:**

- Opaque black
- Opaque red
- Transparent bass-relief



Athens (p28)

# whiskey glasses



**lyon**  
lyn334  
345 cc - 11 3/4 oz  
87 mm - 3 3/8 in  
71 mm - 2 3/4 in



**athens**  
ath332  
320 cc - 10 3/4 oz  
93 mm - 3 5/8 in  
79 mm - 3 1/8 in



**girona**  
gro336  
360 cc - 12 1/4 oz  
85 mm - 3 3/8 in  
84 mm - 3 1/4 in



**manchester**  
mnc332  
325 cc - 11 oz  
80 mm - 3 1/8 in  
75 mm - 3 in



**ikaria**  
ikr437  
370 cc - 12 1/2 oz  
90 mm - 3 1/2 in  
85 mm - 3 3/8 in



**verona**  
vnr340  
400 cc - 13 1/2 oz  
99 mm - 3 7/8 in  
72 mm - 2 7/8 in



**bologna**  
bol336  
360 cc - 12 1/4 oz  
95 mm - 3 3/4 in  
82 mm - 3 1/4 in



**nice**  
nic337  
370 cc - 12 1/2 oz  
100 mm - 3 7/8 in  
68 mm - 2 5/8 in



**izmir**  
izm330  
300 cc - 10 1/4 oz  
89 mm - 3 1/2 in  
82 mm - 3 1/4 in



**name :** **osaka**  
**code :** osk334  
**volume :** 345 cc - 11 3/4 oz  
**height :** 100 mm - 3 7/8 in  
**diameter :** 83 mm - 3 1/4 in



**rotherdam**  
rot326  
265 cc - 9 oz  
88 mm - 3 1/2 in  
74 mm - 2 7/8 in



**seville**  
svl331  
315 cc - 10 3/4 oz  
87 mm - 3 3/8 in  
84 mm - 3 1/4 in



**name :** **salvador**  
**code :** svd332  
**volume :** 320 cc - 10 3/4 oz  
**height :** 95 mm - 3 3/4 in  
**diameter :** 76 mm - 3 in



**oslo**  
osl328  
280 cc - 9 1/2 oz  
90 mm - 3 1/2 in  
90 mm - 3 1/2 in



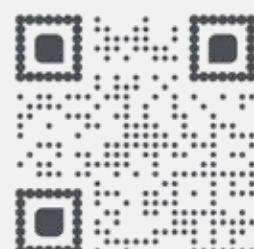
**helsinki**  
hel226  
260 cc - 8 3/4 oz  
88 mm - 3 1/2 in  
85 mm - 3 3/8 in



**name :** **riga**  
**code :** rig331  
**volume :** 310 cc - 10 1/2 oz  
**height :** 90 mm - 3 1/2 in  
**diameter :** 73 mm - 2 7/8 in



**paris**  
prs342  
415 cc, 14 oz  
91 mm - 3 5/8 in  
79 mm - 3 1/8 in



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HORECA

# A Toast to Brand Success:

## Whiskey Glasses that Speak Volumes

In the realm of fine spirits, presentation is key. The shape and style of a whiskey glass can significantly influence the tasting experience, making it essential for businesses to choose the right glassware for their brand. Investing in well-crafted, branded whiskey glasses not only enhances the enjoyment of the whiskey but also reinforces brand identity and loyalty.

Different shapes and styles of whiskey glasses are tailored to bring out the best in various types of whiskey. For instance, the classic Old Fashioned glass, with its wide brim and sturdy base, is ideal for serving whiskey on the rocks or cocktails, allowing for easy muddling and the addition of ice. The glasses resembling a tulip's form, concentrates aromas and directs them towards the nose, making it perfect for savoring single malts and aged blends. Similarly, narrow rimmed footed glasses, with narrow mouth and stem, is favored for tasting sessions as it prevents the warmth of the hand from affecting the whiskey's temperature. By offering branded whiskey glasses that match the style of the whiskey, businesses can elevate the tasting experience for their clients.

Statistics from the Promotional Products Association International (PPAI) reveal that 81% of consumers keep promotional items for over a year, indicating the lasting impact of high-quality branded glassware. This longevity not only fosters brand loyalty but also ensures continuous visibility for your business.

Our expertly crafted whiskey glasses are designed to enhance the tasting experience. Through precision branding techniques, your logo and message are

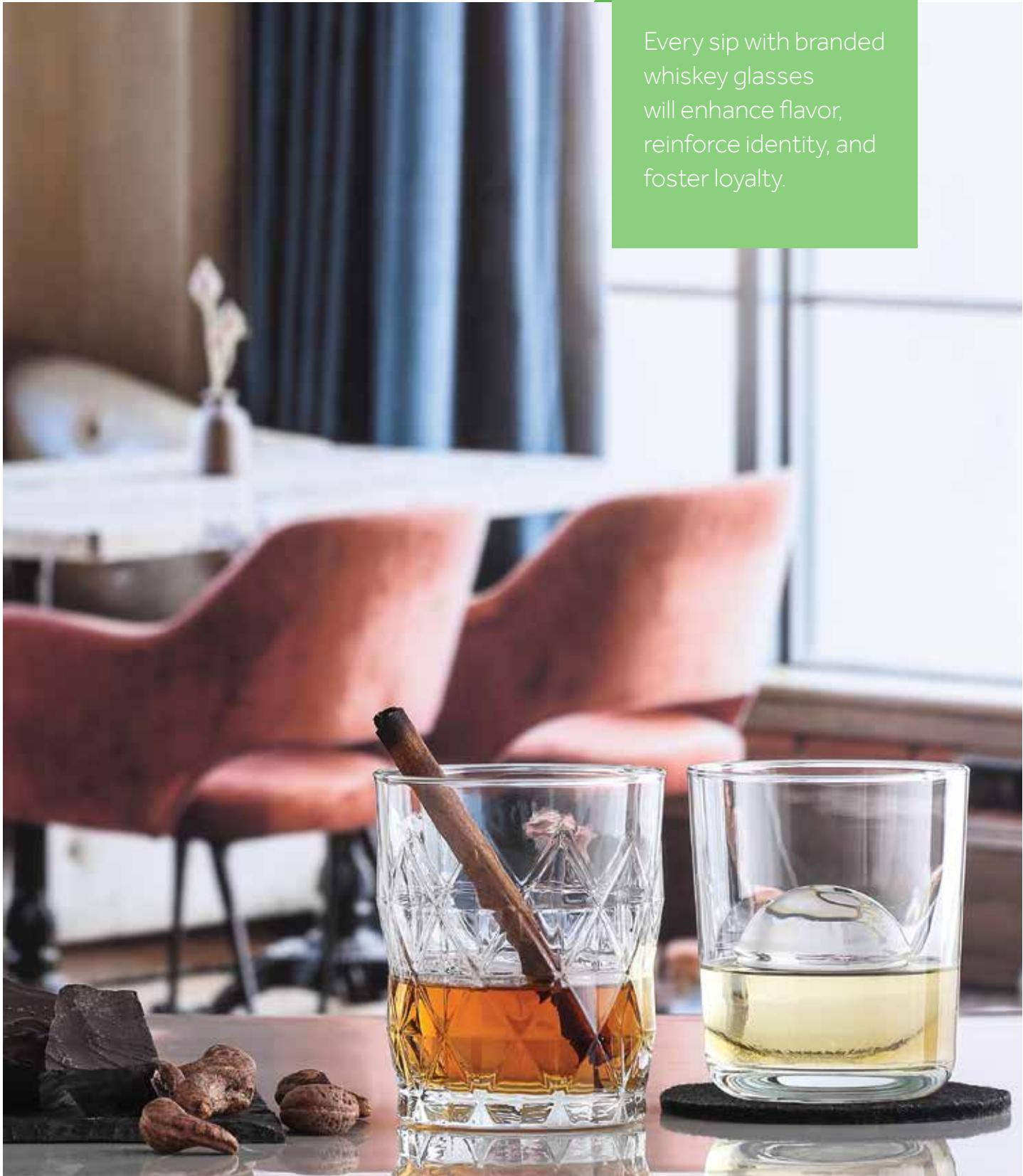
elegantly displayed, reflecting the sophistication and heritage of your brand. This attention to detail reinforces your commitment to quality and excellence, attributes that resonate with discerning whiskey enthusiasts.

Moreover, branded whiskey glasses offer a unique marketing advantage. Unlike fleeting digital advertisements, these tangible products create a lasting connection with your audience. Each use of the glass is a subtle endorsement of your brand, building

*“ Each sip becomes an opportunity to appreciate the nuanced flavors and aromas of the spirit, while the branded glass serves as a constant reminder of the quality and craftsmanship associated with your brand. ”*

familiarity and trust over time.

In conclusion, branded whiskey glasses are a strategic investment for businesses looking to make a lasting impression on detail oriented client base. The right glass can enhance the tasting experience, while the branding ensures your business remains in the spotlight. Elevate your brand's presence and appeal by choosing well-crafted whiskey glasses that speak volumes about your commitment to quality and excellence.



# COCKTAIL GLASSES

## DECOR APPLICATIONS:

- **Organic UV paint:**
  - Neon pink
- **Thermochromic blue**
  - Black

## DECOR APPLICATIONS:

- **Organic UV paint:**
  - Matte white
  - Silver foil
- **Transparent pink overlay**



32

Athens (p34)



Miami (p34)

**DECOR APPLICATIONS:**

- **Organic UV paint:**
  - Opaque orange
  - Opaque green
  - Opaque navy blue

**SPRAY APPLICATIONS:**

- Transparent navy blue on foot



Sofia (p34)

**DECOR APPLICATIONS:**

- **Organic UV paint:**
  - Opaque pink
  - Opaque blue
  - Opaque navy blue

**SPRAY APPLICATIONS:**

- Full body frosted yellow



Vienna (p34)

## cocktail glasses



<b>name :</b>	<b>vienna</b>
<b>code :</b>	vnn336
<b>volume :</b>	360 cc - 12 1/4 oz
<b>height :</b>	100 mm - 3 7/8 in
<b>diameter :</b>	64 mm - 2 1/2 in
.....	
<b>name :</b>	<b>miami</b>
<b>code :</b>	mam546
<b>volume :</b>	460 cc - 15 1/2 oz
<b>height :</b>	195 mm - 7 5/8 in
<b>diameter :</b>	81 mm - 3 1/4 in
.....	
<b>name :</b>	<b>sofia</b>
<b>code :</b>	sof523
<b>volume :</b>	235 cc - 8 oz
<b>height :</b>	135 mm - 5 3/8 in
<b>diameter :</b>	96 mm - 3 3/4 in



<b>name :</b>	<b>aspen</b>
<b>code :</b>	asp559
<b>volume :</b>	590 cc - 20 oz
<b>height :</b>	186 mm - 7 3/8 in
<b>diameter :</b>	84 mm - 3 1/4 in
.....	
<b>name :</b>	<b>sofia</b>
<b>code :</b>	sof564
<b>volume :</b>	645 cc - 21 3/4 oz
<b>height :</b>	199 mm - 7 7/8 in
<b>diameter :</b>	94 mm - 3 3/4 in
.....	
<b>name :</b>	<b>sofia</b>
<b>code :</b>	sof518
<b>volume :</b>	175 cc - 6 oz
<b>height :</b>	148 mm - 5 7/8 in
<b>diameter :</b>	107 mm - 4 1/4 in



<b>name :</b>	<b>athens</b>
<b>code :</b>	ath331
<b>volume :</b>	315 cc - 10 3/4 oz
<b>height :</b>	166 mm - 6 1/2 in
<b>diameter :</b>	60 mm - 2 3/8 in
.....	
<b>name :</b>	<b>madrid</b>
<b>code :</b>	mdr573
<b>volume :</b>	730 cc - 24 3/4 oz
<b>height :</b>	212 mm - 8 3/8 in
<b>diameter :</b>	90 mm - 3 1/2 in
.....	
<b>name :</b>	<b>sofia</b>
<b>code :</b>	sof530
<b>volume :</b>	300 cc - 10 1/4 oz
<b>height :</b>	168 mm - 6 5/8 in
<b>diameter :</b>	108 mm - 4 1/4 in



**name :** **tokyo**  
**code :** tok339  
**volume :** 395 cc - 13 1/4 oz  
**height :** 150 mm - 5 7/8 in  
**diameter :** 65 mm - 2 1/2 in



**osaka**  
osk334  
345 cc - 11 3/4 oz  
100 mm - 3 7/8 in  
83 mm - 3 1/4 in



**oslo**  
osl335  
350 cc - 11 3/4 oz  
131 mm - 5 1/8 in  
90 mm - 3 1/2 in



**name :** **miami**  
**code :** mam539  
**volume :** 390 cc - 13 1/4 oz  
**height :** 182 mm - 7 1/8 in  
**diameter :** 75 mm - 3 in



**vienna**  
vnn359  
590 cc - 20 oz  
117 mm - 4 5/8 in  
76 mm - 3 in



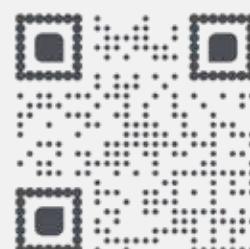
**cadiz**  
cdz334  
340 cc - 11 1/2 oz  
88 mm - 3 1/2 in  
84 mm - 3 1/4 in



**name :** **amsterdam**  
**code :** ast237  
**volume :** 360 cc - 12 1/4 oz  
**height :** 148 mm - 5 7/8 in  
**diameter :** 80 mm - 3 1/8 in



**venice**  
vni522  
220 cc - 7 1/2 oz  
230 mm - 9 in  
49 mm - 1 7/8 in



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# A Recipe for Success: Signature Cocktails, Signature Style

Cocktails' popularity has never reached this high since their invention two centuries ago. And in an already competitive world of spirits, this popularity makes creating a lasting impression on consumers more crucial. When people order cocktails, they often recognize the drink but rarely connect the ingredients to specific brands. This disconnect presents a unique opportunity for spirit companies to strengthen brand recognition and loyalty through custom cocktail glasses that tell their brand's story.

When patrons order a cocktail, they usually know the general ingredients but seldom associate the spirit with a particular brand. Custom cocktail glasses bridge this gap, creating a visual and tactile connection between the drink and the brand. Each cocktail becomes a marketing tool by customizing glasses that reflect your brand's identity, reinforcing brand recognition with every sip.

Investing in custom cocktail glasses offers several advantages for spirit companies. According to a study by the Advertising Specialty Institute (ASI), 85% of recipients of promotional items can recall the advertiser's name. This demonstrates the lasting impact that branded items can have.

Customizing cocktail glasses allows for creative expression that aligns with your brand's story. A contemporary spirit brand might opt for sleek, minimalist glassware, while a heritage brand could choose classic, ornate designs. These custom glasses enhance the overall aesthetic of your product, creating a cohesive and memorable experience for consumers. Each glass becomes a part of the story you are telling, making every drink a unique expression of your brand.

Our sophisticated decoration and glass printing services guarantee the precise and elegant display of your logo, tagline, or unique design elements. These high-quality customizations make your glasses not just functional but also collectible items that establishments will want to serve with and customers will want to own. This not only extends your brand's reach but also creates lasting impressions that go beyond the initial encounter.

*“Custom cocktail glasses create a personal connection with your consumers, something that digital ads often fail to achieve. You are not just providing a product; you are crafting an experience that makes your brand unforgettable.”*

Custom cocktail glasses can also be tailored for special events or promotional campaigns, adding an exclusive touch to your marketing efforts. Imagine hosting a product launch or tasting event where each cocktail is served in a beautifully designed glass that attendees can keep. This creates a memorable experience and provides a tangible keepsake that continues to promote your brand long after the event.

Custom cocktail glasses are a strategic investment for spirit companies. They connect the drink to your brand, enhance the consumer experience, and leave a lasting impression.



Enrich your brand with distinctive, memorable designs that ensure your business stands out with every toast

# BEER GLASSES - I

## DECOR APPLICATIONS:

- Thermoplastic paint
  - Platinum glitter
  - Frosted white
  - Opaque maroon

## DECOR APPLICATIONS:

- Thermoplastic paint
  - Gold glitter
  - Frosted white
  - Opaque green



**DECOR APPLICATIONS:**

- **Organic UV paint**

- Opaque black

**SPRAY APPLICATIONS:**

- Full body frosted bubble effect

**DECOR APPLICATIONS:**

- **Thermoplastic paint**

- Gold glitter

- Frosted white

- Opaque black



Bremen (p40)

Berlin (p40)

# beer glasses



**name :** **berlin**  
**code :** brn357  
**volume :** 570 cc - 19 1/4 oz  
**height :** 153 mm - 6 in  
**diameter :** 82 mm - 3 1/4 in



**name :** **bremen**  
**code :** bre337  
**volume :** 370 cc - 12 1/2 oz  
**height :** 151 mm - 6 in  
**diameter :** 65 mm - 2 1/2 in



**name :** **bristol**  
**code :** bri338  
**volume :** 380 cc - 12 3/4 oz  
**height :** 138 mm - 5 3/8 in  
**diameter :** 70 mm - 2 3/4 in



**name :** **munich**  
**code :** mun338  
**volume :** 380 cc - 12 3/4 oz  
**height :** 184 mm - 7 1/4 in  
**diameter :** 83 mm - 3 1/4 in



**name :** **cadiz**  
**code :** cdz352  
**volume :** 510 cc - 17 1/4 oz  
**height :** 121 mm - 4 3/4 in  
**diameter :** 88 mm - 3 1/2 in



**name :** **belfast**  
**code :** bel356  
**volume :** 565 cc - 19 1/4 oz  
**height :** 178 mm - 7 in  
**diameter :** 81 mm - 3 1/4 in



**name :** **sofia**  
**code :** sof540  
**volume :** 400 cc - 13 1/2 oz  
**height :** 160 mm - 6 1/4 in  
**diameter :** 69 mm - 2 3/4 in



**name :** **bristol**  
**code :** bri537  
**volume :** 375 cc - 12 3/4 oz  
**height :** 164 mm - 6 1/2 in  
**diameter :** 68 mm - 2 5/8 in



**name :** **bristol**  
**code :** bri358  
**volume :** 580 cc - 19 1/2 oz  
**height :** 160 mm - 6 1/4 in  
**diameter :** 80 mm - 3 1/8 in



**name :** **liverpool**  
**code :** liv557  
**volume :** 570 cc - 19 1/4 oz  
**height :** 183 mm - 7 1/4 in  
**diameter :** 74 mm - 2 7/8 in



**zagreb**  
zgr538  
385 cc - 13 oz  
190 mm - 7 1/2 in  
66 mm - 2 5/8 in



**belfast**  
bel330  
330 cc - 11 1/4 oz  
162 mm - 6 3/8 in  
64 mm - 2 1/2 in



**name :** **panama**  
**code :** pnm351  
**volume :** 510 cc - 17 1/4 oz  
**height :** 133 mm - 5 1/4 in  
**diameter :** 85 mm - 3 3/8 in



**amsterdam**  
ast237  
360 cc - 12 1/4 oz  
148 mm - 5 7/8 in  
80 mm - 3 1/8 in



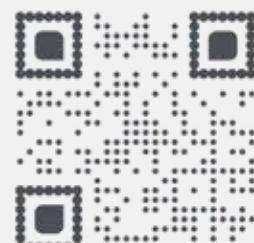
**bologna**  
bol349  
490 cc - 16 1/2 oz  
148 mm - 5 7/8 in  
80 mm - 3 1/8 in



**name :** **miami**  
**code :** mam546  
**volume :** 460 cc - 15 1/2 oz  
**height :** 195 mm - 7 5/8 in  
**diameter :** 81 mm - 3 1/4 in



**aspen**  
asp559  
590 cc - 20 oz  
186 mm - 7 3/8 in  
84 mm - 3 1/4 in



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## BEER GLASSES - II

### LASER APPLICATIONS:

- Nucleation

### LASER APPLICATIONS:

- Laser print on the body



**LASER APPLICATIONS:**

- Nucleation

**LASER APPLICATIONS:**

- Laser print on the foot

# Brewed to Perfection: Tailored Glasses for Crafted Campaigns

In the competitive landscape of craft brewing, distinguishing your brand from global giants is paramount. One innovative strategy that savvy micro to medium-sized brewers are implementing is the use of customized beer glasses. This tactic not only enhances the consumer experience but also significantly boosts brand visibility and loyalty. Tailored glassware can transform promotional efforts and carve a unique niche for craft brewers in the beverage market.

Custom beer glasses offer a tangible extension of a brewery's brand. Featuring unique designs, logos, or slogans that align with the brewery's narrative. Branded merchandise, like custom glasses, can increase a customer's ability to recall a brand. Research from the British Promotional Merchandise Association (BPMA) supports this, indicating that 66% of recipients could recall the brand from a promotional product they received within the past year, with a substantial percentage likely to do business with the company again.

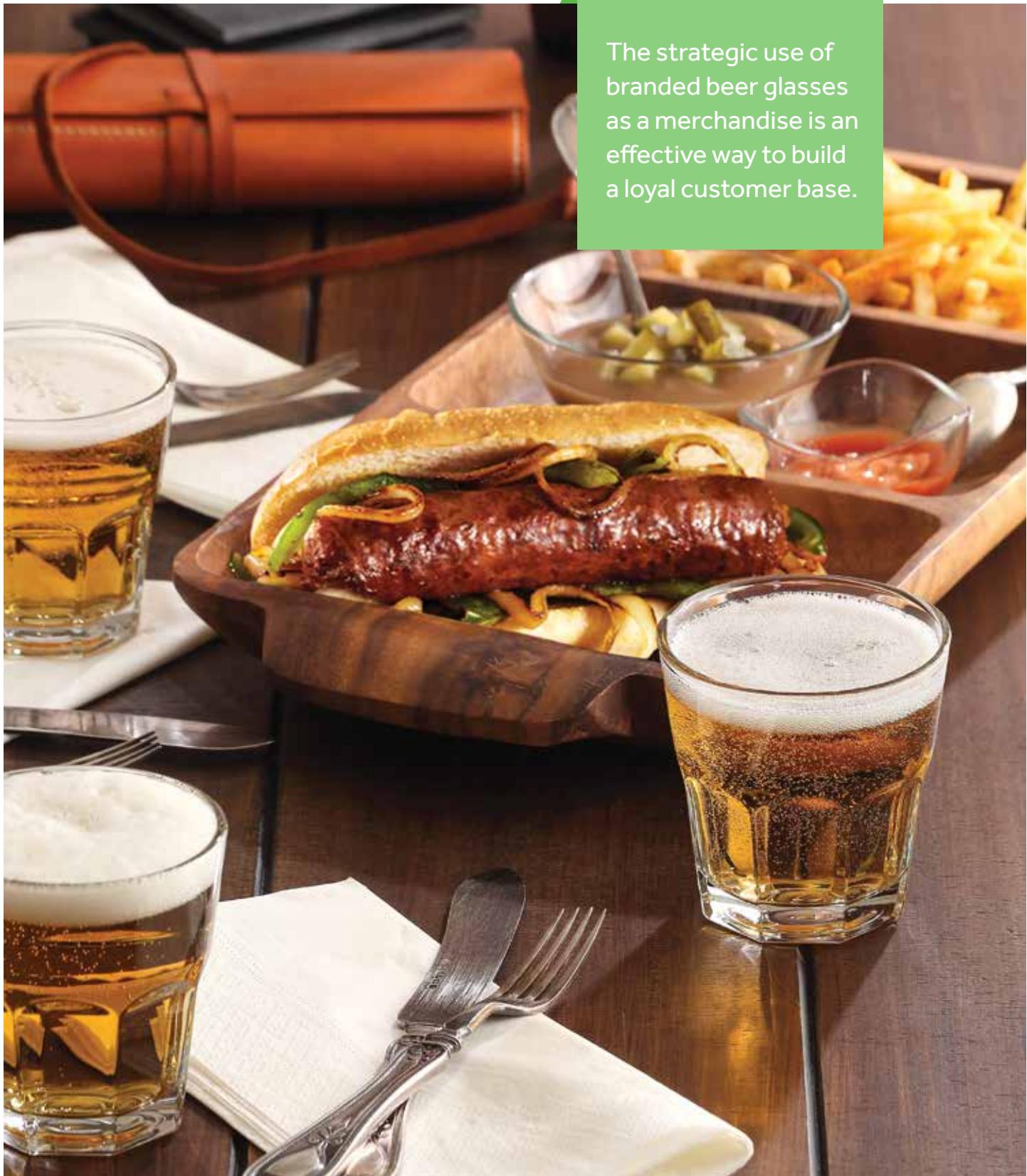
The craft beer experience is as much about the environment and presentation as it is about flavor. Glasses designed to optimize the presentation of specific brews can dramatically enhance the overall drinking experience, ensuring that the quality of the beer is fully appreciated. Additionally, incorporating nucleation through laser etching inside the glasses adds a functional elegance. This technique creates nucleation points that encourage carbonation, leading to a continuous release of bubbles. This not only improves the visual appeal of the beer but also enhances its aroma and flavor, offering a superior sensory experience.

Limited edition glasses can create a sense of exclusivity and urgency, appealing to collectors and enthusiasts. This strategy not only enhances direct sales but also increases traffic to events and taprooms, as customers are drawn to unique collectible items.

*“Collaborating with local artists or businesses to create these glasses can open new promotional avenues and deepen community ties. These partnerships enhance the brewery's local image and broaden market reach through cross-promotions.”*

In our visually driven world, an aesthetically pleasing custom glass can become a focal point on social media. When customers share their experiences online, these posts act as personal endorsements, extending the brewery's reach far beyond traditional advertising methods.

Incorporating high-quality, customized beer glasses into promotional campaigns offers craft brewers a multifaceted tool to enhance brand visibility, engage with consumers on a deeper level, and carve out a unique position in the market. Strategic use of branded merchandise has been shown to be highly effective in building a loyal customer base and generating significant brand recall, ensuring long-term success in the competitive craft brewing industry.



The strategic use of branded beer glasses as a merchandise is an effective way to build a loyal customer base.

# WINE GLASSES

## DECOR APPLICATIONS:

- **Organic UV paint:**

- Frosted white glitter
- Opaque burgundy

## SPRAY APPLICATIONS:

- Transparent metallic red

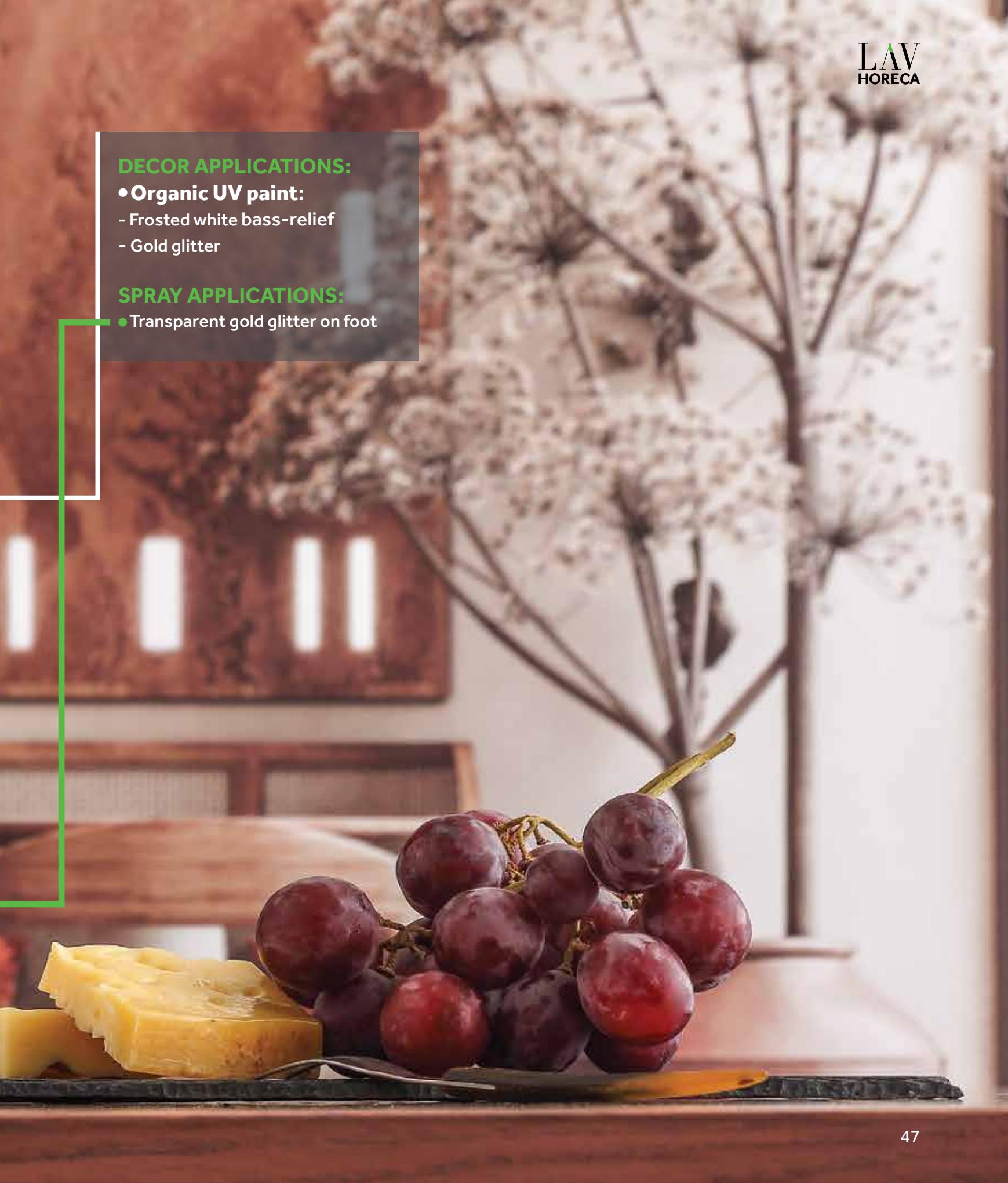


**DECOR APPLICATIONS:**

- **Organic UV paint:**
  - Frosted white bass-relief
  - Gold glitter

**SPRAY APPLICATIONS:**

- Transparent gold glitter on foot



## wine glasses



**name :** **valencia**  
**code :** vlc530  
**volume :** 300 cc - 10 1/4 oz  
**height :** 190 mm - 7 1/2 in  
**diameter :** 60 mm - 2 3/8 in  
.....



**lyon**  
lyn529  
295 cc - 10 oz  
190 mm - 7 1/2 in  
60 mm - 2 3/8 in  
.....



**venice**  
vni534  
340 cc - 11 1/2 oz  
205 mm - 8 1/8 in  
71 mm - 2 3/4 in  
.....



**name :** **vienna**  
**code :** vnn336  
**volume :** 360 cc - 12 1/4 oz  
**height :** 100 mm - 3 7/8 in  
**diameter :** 64 mm - 2 1/2 in  
.....



**vienna**  
vnn347  
475 cc - 16 1/4 oz  
109 mm - 4 1/4 in  
71 mm - 2 3/4 in  
.....



**vienna**  
vnn359  
590 cc - 20 oz  
117 mm - 4 5/8 in  
76 mm - 3 in  
.....



**name :** **nice**  
**code :** nic533  
**volume :** 330 cc - 11 1/4 oz  
**height :** 205 mm - 8 1/8 in  
**diameter :** 64 mm - 2 1/2 in



**nice**  
nic544  
440 cc - 15 oz  
215 mm - 8 1/2 in  
70 mm - 2 3/4 in



**valencia**  
vlc548  
480 cc - 16 1/4 oz  
220 mm - 8 5/8 in  
72 mm - 2 7/8 in



**name :** paris  
**code :** prs347  
**volume :** 475 cc - 16 1/4 oz  
**height :** 111 mm - 4 3/8 in  
**diameter :** 70 mm - 2 3/4 in  
.....



**name :** paris  
**code :** prs359  
**volume :** 590 cc - 20 oz  
**height :** 123 mm - 4 7/8 in  
**diameter :** 73 mm - 2 7/8 in  
.....



**name :** zagreb  
**code :** zgr524  
**volume :** 240 cc - 8 1/4 oz  
**height :** 165 mm - 6 1/2 in  
**diameter :** 70 mm - 2 3/4 in  
.....



**name :** sofia  
**code :** sof564  
**volume :** 645 cc - 21 3/4 oz  
**height :** 199 mm - 7 7/8 in  
**diameter :** 94 mm - 3 3/4 in  
.....



**name :** sofia  
**code :** sof565  
**volume :** 645 cc - 21 3/4 oz  
**height :** 220 mm - 8 5/8 in  
**diameter :** 94 mm - 3 3/4 in  
.....



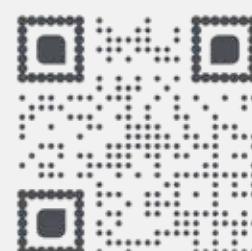
**name :** tokyo  
**code :** tok536  
**volume :** 365 cc - 12 1/4 oz  
**height :** 197 mm - 7 3/4 in  
**diameter :** 83 mm - 3 1/4 in  
.....



**name :** aspen  
**code :** asp534  
**volume :** 340 cc - 11 1/2 oz  
**height :** 180 mm - 7 1/8 in  
**diameter :** 71 mm - 2 3/4 in



**name :** aspen  
**code :** asp545  
**volume :** 455 cc - 15 1/2 oz  
**height :** 205 mm - 8 1/8 in  
**diameter :** 76 mm - 3 in



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# Refine a New Image: Custom Wine Glasses for Sophisticated Marketing

The presentation of your product can be as critical as the product itself. Custom wine glasses offer a sophisticated avenue to boost your brand's image at events and tastings, making a lasting impression on your audience.

Custom wine glasses that incorporate a brand's logo or thematic elements can significantly uplift the visual experience at any event. These bespoke creations act as subtle brand ambassadors, adding a touch of class and reinforcing the brand's identity. This visual refinement aligns perfectly with luxury branding strategies, impressing sophistication and quality upon attendees.

At wine tastings and dinners, every element contributes to crafting a memorable experience. Custom wine glasses introduce a personal touch that can make events feel more exclusive and tailored. Whether it's a launch party, a VIP customer event, or an intimate dinner, having a unique set of wine glasses that guests can admire—and perhaps take home—serves as both a keepsake and a reminder of the brand's dedication to quality and elegance. Elegantly branded wine glasses are photogenic, encouraging guests to share their experiences online. This not only extends the event's reach but also amplifies the brand's visibility and prestige on social platforms, attracting a broader audience and generating organic buzz around the brand.

Investing in custom wine glasses is not just about immediate appeal but also about securing long-

term branding advantages. These glasses often become keepsakes for consumers, used in homes as decorative items or for personal enjoyment, continuously reminding them of the brand. Each use rekindles fond memories of the initial experience, reinforcing brand loyalty and increasing the likelihood of repeat business.

*“Elegantly designed and creatively customised wine glasses are highly photogenic, encouraging guests of events to share their experiences online.”*

Research indicates that promotional products like custom wine glasses can significantly boost brand recognition. For instance, a study by the British Promotional Merchandise Association revealed that 79% of individuals who receive a promotional product are more likely to engage with the brand again. Additionally, items kept over a year like custom wine glasses continually reinforce brand recall, with consumers frequently remembering the brand each time they use the product.

Custom wine glasses represent a strategic investment in a brand's visual and experiential marketing efforts. By integrating sophistication into each aspect of consumer interaction, they offer a distinguished edge that sets a brand apart in the competitive wine market.

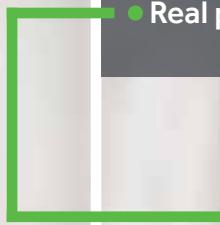


Craft elegance into every sip and reach a premium consumer base with custom wine glasses that reflect your brand's sophistication.

# RAKI GLASSES

## DECOR APPLICATIONS:

- **Thermoplastic paint**
  - Real platinium
  - Frosted white
  - Opaque navy blue
  - Real platinium on the rim



**DECOR APPLICATIONS:**

• **Thermoplastic paint**

- Real gold
- Frosted white
- Opaque brown

# raki glasses



**name :** bern  
**code :** ber319  
**volume :** 190 cc - 6 1/2 oz  
**height :** 121 mm - 4 3/4 in  
**diameter :** 56 mm - 2 1/4 in



**dalyan**  
dly319  
190 cc - 6 1/2 oz  
128 mm - 5 in  
56 mm - 2 1/4 in



**genoa**  
gno330  
300 cc - 10 1/4 oz  
133 mm - 5 1/4 in  
63 mm - 2 1/2 in



**name :** rotterdam  
**code :** rot329  
**volume :** 295 cc - 10 oz  
**height :** 133 mm - 5 1/4 in  
**diameter :** 62 mm - 2 1/2 in



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LAV HORECA Dalyan

### DECOR APPLICATIONS:

- **Organic UV paint**

- Opaque burgundy
- Opaque brown
- Opaque beige

### SPRAY APPLICATIONS:

- Full-body transparent burgundy

### DECOR APPLICATIONS:

- **Organic UV paint**

- Neon pink
- Opaque orange
- Opaque black



**DECOR APPLICATIONS:**

- **Pad printed organic paint**
  - Opaque orange
  - Opaque black

**SPRAY APPLICATIONS:**

- Opaque pink on bottom



## eat & store



**name :** **cadiz**  
**code :** cdz324  
**volume :** 240 cc - 8 1/4 oz  
**height :** 58 mm - 2 1/4 in  
**diameter :** 82 mm - 3 1/4 in

.....



**cadiz**  
 cdz334  
 340 cc - 11 1/2 oz  
 88 mm - 3 1/2 in  
 84 mm - 3 1/4 in

.....



**phuket**  
 phu029  
 290 cc - 9 3/4 oz  
 127 mm - 5 in  
 59 mm - 2 3/8 in

.....



**name :** **warsaw**  
**code :** wrs210p  
**volume :** 215 cc - 7 1/4 oz  
**height :** 48 mm - 1 7/8 in  
**diameter :** 105 mm - 4 1/8 in

.....



**cadiz**  
 cdz352  
 510 cc - 17 1/4 oz  
 121 mm - 4 3/4 in  
 88 mm - 3 1/2 in

.....



**delhi**  
 del210  
 315 cc - 10 3/4 oz  
 62 mm - 2 1/2 in  
 106 x 106 mm  
 4 1/8 x 4 1/8 in

.....



**name :** **brighton**  
**code :** brightons1  
**volume :** 260 cc - 8 3/4 oz  
**height :** 119 mm - 4 5/8 in  
**diameter :** 81 mm - 3 1/4 in

.....



**kyoto**  
 kyo212  
 700 cc - 23 3/4 oz,  
 110 mm - 4 1/3 in  
 115 x 115 mm  
 4 1/2 x 4 1/2 in



**chicago**  
 chi209 pk222  
 270 cc - 9 1/4 oz  
 58 mm - 2 2/7 in  
 90 mm x 90 mm  
 3 1/2 x 3 1/2 in



**name :** **pattaya**  
**code :** pat211 pk222  
**volume :** 380 cc - 12 3/4 oz  
**height :** 58 mm - 2 1/4 in  
**diameter :** 110 mm - 4 3/8 in



**name :** **pattaya**  
**code :** pat214 pk222  
**volume :** 800 cc - 27 1/4 oz  
**height :** 73 mm - 2 7/8 in  
**diameter :** 144 mm - 5 5/8 in



**name :** **detroit**  
**code :** det037 pk222  
**volume :** 380 cc - 12 3/4 oz  
**height :** 60 mm - 2 3/8 in  
**diameter :** 101 mm - 4 in



**name :** **havana**  
**code :** hvn063 pk222  
**volume :** 635 cc - 21 1/2 oz  
**height :** 102 mm - 4 in  
**diameter :** 79 mm - 3 1/8 in



**name :** **havana**  
**code :** hvn090 pk222  
**volume :** 900 cc - 30 1/2 oz  
**height :** 138 mm - 5 3/8 in  
**diameter :** 80 mm - 3 1/8 in



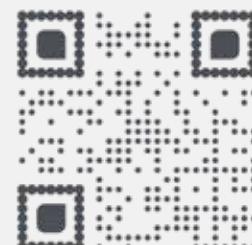
**name :** **mercan**  
**code :** mer200  
**volume :** 2000 cc - 67 3/4 oz  
**height :** 204 mm - 8 in  
**diameter :** 100 TO - 3 7/8 TO



**name :** **lapis**  
**code :** lps072  
**volume :** 720 cc - 24 1/4 oz  
**height :** 133 mm - 5 1/4 in  
**diameter :** 82 TO - 3 1/4 TO



**name :** **prag**  
**code :** prg100 K02  
**volume :** 1000 cc - 33 3/4 oz  
**height :** 174 mm - 6 7/8 in



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# Sustainable Branding: Eco-Friendly Glass as a Marketing Tool

Sustainability is a daily constant for the majority of the population, and businesses have a unique opportunity to enhance their brand image while promoting eco-friendly practices. Branded glass storage containers not only reduce dependency on plastics but also serve as powerful marketing tools, reinforcing your commitment to the environment and appealing to eco-conscious consumers.

The shift from plastic to glass containers for takeout and delivery is the future, and a movement that will gain momentum. Glass, being a recyclable and reusable material, significantly reduces the environmental impact compared to single-use plastics. By choosing glass containers, businesses can demonstrate their dedication to sustainability, making a positive impression on their customers. Any business that adapts to this change will be an eco-leader rather than a follower.

Investing in branded glass storage containers offers several advantages. According to a study by Nielsen, 66% of global consumers are willing to pay more for sustainable products. This trend indicates that eco-friendly practices can attract a loyal customer base that values environmental responsibility. Glass containers are both functional and durable, providing a practical solution that aligns with these values.

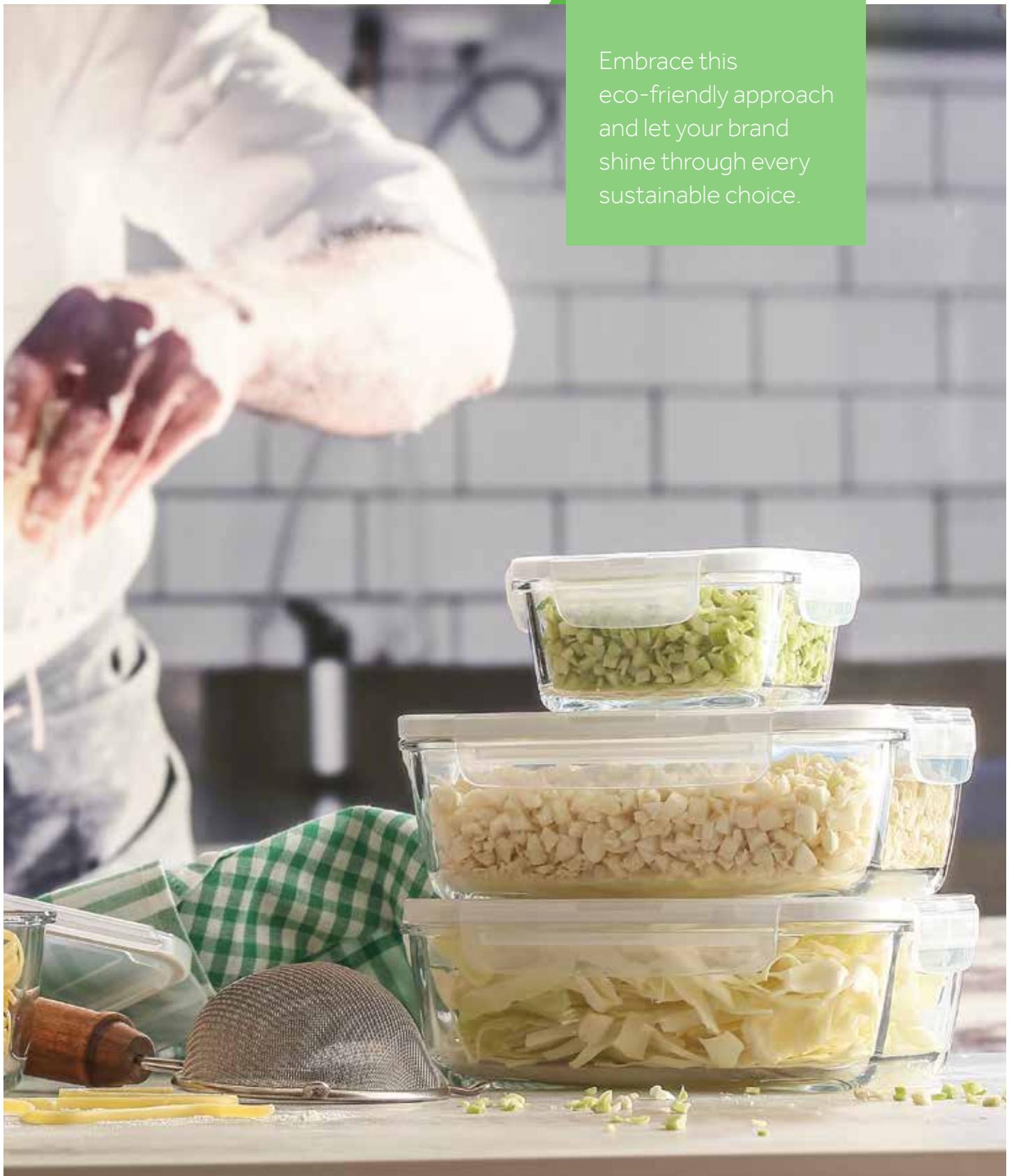
Customizing glass containers with your brand's logo and message enhances your marketing efforts. The importance of reducing waste and keeping the food fresh for longer periods will motivate your guests to cherish your branded containers even more. Also the high-quality designs make the containers appealing and collectible, encouraging customers to reuse them regularly. This repeated use extends your brand's reach far beyond

the initial transaction, creating lasting impressions that contribute to brand loyalty.

Using glass containers for takeout and delivery also offers practical benefits. Glass is non-porous and resistant to staining, preserving the quality and flavor of the food. The microwave and dishwasher safe options also provide convenience for consumers. These advantages improve the overall customer experience, making your business the preferred choice for eco-friendly options. Moreover, adopting glass containers aligns your brand

*“ Each time a customer uses the container, whether for storing leftovers or packing a lunch, your brand is prominently displayed. This continuous exposure not only reinforces brand recognition but also associates your business with sustainability and quality. ”*

with the growing movement towards zero-waste and sustainable living. By reducing plastic waste and sourcing your glassware demands from a sustainable global producer, you contribute to a healthier planet, positioning your business as a leader in environmental stewardship. This positive association can differentiate your brand in a competitive market, attracting consumers who prioritize sustainability. You will reduce plastic dependency, offer practical benefits for consumers, and create lasting brand impressions.



Embrace this  
eco-friendly approach  
and let your brand  
shine through every  
sustainable choice.

## MUGS & CUPS

### DECOR APPLICATIONS:

- **Organic UV paint**
- Thermochromic black



**DECOR APPLICATIONS:**

• **Thermoplastic paint**

- Matte white
- Gold glitter

**SPRAY APPLICATIONS:**

- Opaque brown on handle



## mugs & cups



**name :** **warsaw**  
**code :** wrs425  
**volume :** 250 cc - 8 1/2 oz  
**height :** 100 mm - 3 7/8 in  
**diameter :** 76 mm - 3 in



**warsaw**  
wrs430  
300 cc - 10 1/4 oz  
106 mm - 4 1/8 in  
80 mm - 3 1/8 in



**warsaw**  
wrs440  
400 cc - 13 1/2 oz  
115 mm - 4 1/2 in  
88 mm - 3 1/2 in



**name :** **cambridge**  
**code :** cmb409  
**volume :** 91 cc - 3 1/4 oz  
**height :** 56 mm - 2 1/4 in  
**diameter :** 56 mm - 2 1/4 in



**cambridge**  
cmb258  
-  
19 mm - 3/4 in  
124 mm - 5 in



**cambridge**  
cmb435  
350 cc - 11 3/4 oz  
115 mm - 4 1/2 in  
78 mm - 3 1/8 in



**name :** **cambridge**  
**code :** cmb427  
**volume :** 270 cc - 9 1/4 oz  
**height :** 65 mm - 2 1/2 in  
**diameter :** 87 mm - 3 3/8 in



**cambridge**  
cmb268  
-  
19 mm - 3/4 in  
167 mm - 6 1/2 in



**istanbul**  
ist427  
270 cc - 9 1/4 oz  
101 mm - 4 in  
73 mm - 2 7/8 in



**name :** **roma**  
**code :** rom409  
**volume :** 95 cc - 3 1/4 oz  
**height :** 66 mm - 2 5/8 in  
**diameter :** 64 mm - 2 1/2 in



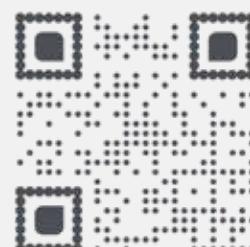
**datça**  
dat211  
-  
18 mm - 3/4 in  
115 mm - 4 1/2 in



**name :** **milas**  
**code :** mla421  
**volume :** 210 cc - 7 1/4 oz  
**height :** 96 mm - 3 3/4 in  
**diameter :** 79 mm - 3 1/8 in



**athens**  
ath425  
250 cc - 8 1/2 oz  
100 mm - 3 7/8 in  
75 mm - 3 in



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# Sip, Savor, Promote: Custom Mugs as Daily Brand Boosters

Transforming everyday activities into impactful brand engagements is a strategic move in modern marketing, especially when it comes to the daily ritual of enjoying a hot beverage. Promotional mugs and cups branded with client logos serve not just as vessels for coffee or tea, but as enduring advertisements that embed a brand into the daily lives of consumers.

Custom mugs act as a silent yet powerful marketing tool. Each morning, as consumers reach for their favorite coffee or tea, they're greeted by a brand's logo. This repeated exposure during a routine activity not only increases brand familiarity but also enhances the likelihood of maintaining top-of-mind awareness among consumers.

Unlike digital ads that flash by in seconds, a well-made mug can be part of a consumer's morning routine for years, providing countless impressions over its useful life. The physical presence of a branded mug can resonate more deeply and last longer than many other forms of advertising. Technologies like thermochromic colors improve this presence. Thermochromic colors that change color when exposed to temperature variations let hot drinks transform the appearance of a mug, revealing a hidden message or a vibrant color change. The use of thermochromic colors can captivate users, making the morning coffee ritual more enjoyable and memorable. This type of customization helps reinforce brand identity in a creative way, as the color change can draw attention each time the mug is used, sparking conversation and increasing brand exposure.

According to a study by the Advertising Specialty Institute (ASI), promotional products like mugs are among the most effective forms of advertising. Their research highlights that branded drinkware generates an average of 1,400 impressions throughout its lifetime. Furthermore, 53% of the time, promotional products create a more favorable impression of the advertiser (ManyPixels).

*“ Starting the day with a satisfying cup of coffee or tea can evoke positive feelings. When these moments are paired with a branded mug, the positive emotions can become associated with the brand itself, reinforcing a positive image every time the mug is used. ”*

Drinking coffee or tea, especially in the morning, can have profound emotional impacts, often associated with relaxation, comfort, and revitalization.

Promotional mugs and cups not only serve as practical everyday items but also act as subtle, ongoing advertisements that enhance brand recall and loyalty. By integrating into the personal moments of consumers' lives, such as their morning coffee ritual, brands can build a lasting connection that goes beyond conventional advertising strategies.



Enrich your brand with distinctive, memorable designs that ensure your business stands out with every sip

# TEA GLASSES

## DECOR APPLICATIONS:

- Thermoplastic paint
  - Matte white
  - Frosted white

## DECOR APPLICATIONS:

- Organic UV paint
  - Gold glitter
  - Opaque beige glitter





## tea glasses



**name :** **lviv**  
**code :** lvi309  
**volume :** 90 cc - 3 1/4 oz  
**height :** 75 mm - 3 in  
**diameter :** 50 mm - 2 in



**girona**  
gro318  
180 cc - 6 1/4 oz  
95 mm - 3 3/4 in  
59 mm - 2 3/8 in



**edremit**  
edr317  
170 cc - 5 3/4 oz  
84 mm - 3 1/4 in  
60 mm - 2 3/8 in



**name :** **foca**  
**code :** foc311  
**volume :** 115 cc - 4 oz  
**height :** 83 mm - 3 1/4 in  
**diameter :** 57 mm - 2 1/4 in



**side**  
sde309  
95 cc - 3 1/4 oz  
75 mm - 3 in  
57 mm - 2 1/4 in



**izmir**  
izm314  
140 cc - 4 3/4 oz  
97 mm - 3 7/8 in  
60 mm - 2 3/8 in



**name :** **lyon**  
**code :** lyn317  
**volume :** 170 cc - 5 3/4 oz  
**height :** 84 mm - 3 1/4 in  
**diameter :** 61 mm - 2 3/8 in



**ayvalik**  
ayv317  
170 cc - 5 3/4 oz  
95 mm - 3 3/4 in  
55 mm - 2 1/8 in



**dalyan**  
dly315  
155 cc - 5 1/4 oz  
90 mm - 3 1/2 in  
60 mm - 2 3/8 in



**name** :: **bodrum**  
**code** :: bdr315  
**volume** :: 150 cc - 5 1/2 oz  
**height** :: 95 mm - 3 3/4 in  
**diameter** :: 65 mm - 2 1/2 inm



**dikili**  
dkl310  
105 cc - 3 1/2 oz  
82 mm - 3 1/4 in  
57 mm - 2 1/4 in



**name** :: **athens**  
**code** :: ath415  
**volume** :: 155 cc - 5 1/4 oz  
**height** :: 94 mm - 3 3/4 in  
**diameter** :: 63 mm - 2 1/2 in



**urla**  
url409  
95 cc - 3 1/4 oz  
84 mm - 3 1/4 in  
58 mm - 2 1/4 in

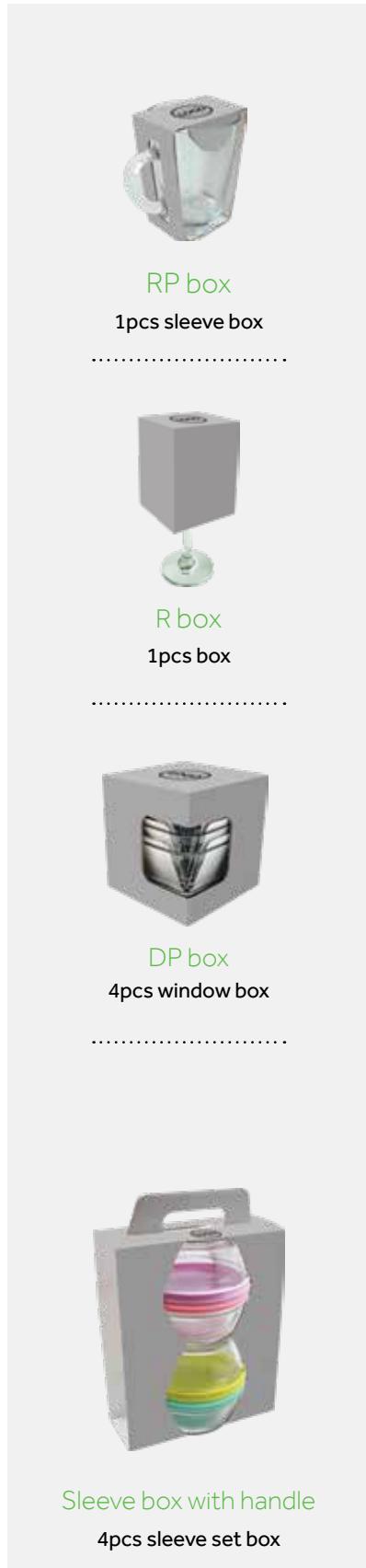


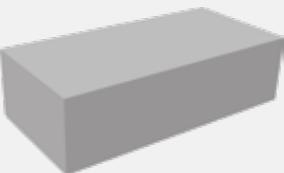
**alaçatı**  
alc415  
150 cc - 5 1/4 oz  
97 mm - 3 7/8 in  
69 mm - 2 3/4 in



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## package types



		
category : type :  	category : type :  	category : type :  
category : type :  	category : type :  	category : type :  

## Unleash the Power of Customized Packaging with **LAV HORECA**

Do not limit your brand to customized glasses; carry your message to every possible medium for a full-fledged campaign. LAV Horeca offers very rich varieties of packaging for all sorts of transport and display purposes. We can design your packages in a way that meets your specific needs. Let us assist you in enhancing the color of your packaging to more effectively communicate your story to consumers. Packaging that ensures safe, efficient transportation and storage is engraved in our corporate DNA as one of the largest glassware producers with a reach of more than 140 countries.

Reach US

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