

# 7 Clear Reasons to Join

## 1 a seat at the table

Members and associate members of the Glass Packaging Institute (GPI) have an open invitation to serve on the Board of Trustees as well as targeted committees:

### Board of Trustees

- Executive Committee
- Finance Committee
- Membership Committee

### Marketing Task Force

- Marketing Subcommittee
- Color Guide Committee

### Government Affairs Committee

- Environmental Subcommittee
- Cullet Task Force

### Technology Committee

- Design and Specifications Committee

## 2 share and learn

As a GPI member, your company stays in the loop. Regular **Competitive Intelligence Alerts** keep you up-to-date on competitive materials, consumer concerns, and new products packaged in glass.

GPI's "**Inside Glass Packaging**," a monthly e-newsletter, features glass container trends, recycling features, organics and sustainability essentials, and much more.

To keep glass packaging at the top-of-mind with students, GPI provides guest lectures, glass plant tours, and a student design competition. Launched in 1995, the **GPI Academic Program** reaches nearly 1,500 students a year at eight packaging design institutions, and has distributed over 2,000 "**Glass Packaging Essentials**" CD-ROMs.

## 3 networking

Stay connected with industry colleagues at GPI's annual meeting and spring associates/marketing meeting. GPI's annual meeting is an opportunity to meet key glass industry executives, and committee participation allows your company to stay on top of industry trends and issues. These are unique opportunities to participate directly in the development of glass container industry initiatives.

## 4 a national voice

Close monitoring and monthly updates keep GPI members ahead of the legislative curve. As a GPI member, your company is part of the association's vigorous lobbying efforts to oppose regulatory and

## GPI Organizational Chart

### OPERATIONS

- Board of Trustees
- Board Committees (Executive Committee, Finance Committee, and Membership Committee)
- Meeting and Event Planning

### GOVERNMENT AFFAIRS

#### Legislative

- Federal and State Legislative Monitoring
- Federal Legislative Coalition for Recycling Equipment Incentive Bill (RISE)
- Recycling and Bottle Bills Watch

#### Environmental Compliance

- Energy, Greenhouse Gas, Sustainability
- Regulatory Inquiries on Emissions Reduction and Ambient Air Quality

#### Recycling

- Cullet Collection Issues
- National, State, and Regional Recycling Conference Presentations and Sponsorship
- Recycling Communications

### MARKETING

#### Industry Promotion

- Clear Choice Awards
- Glass Production and Shipments
- Keep-It-Organic Website
- E-Newsletter
- Presentations on National and Global Marketing Issues

- Trade Advertising and Article Placement
- Media Relations (new glass packaging, light-weighting, sustainability, organic markets, and responses to competitive packaging)

#### Academic Program

- Educational CD-ROM
- University Presentations and Tours
- Student Design Contest

### TECHNOLOGY

- Capital Equipment Issues

- Glass Packaging Standards and Designs
- Energy (fuel savings, light-weighting, transportation costs, and life-cycle analysis)



*“GPI makes it possible for the glass industry to speak with one voice on legislative and regulatory issues. This is critical in the current business environment.”*

– **Joseph Grewe**, President and CEO, Saint-Gobain Containers

legislative threats to glass packaging. We also work with allied organizations to initiate and support legislation that promotes the interests of glass and GPI member companies.

## **5** promote your image

Packaging products in glass makes a strong and desirable brand statement. Glass is the consumer’s choice.

GPI’s marketing program ensures that the benefits of glass containers are promoted through trade media, national and international presentations, online communications, and GPI’s celebrated **Clear Choice Awards**. Since 1989, the Clear Choice Awards have honored the best in glass packaging design.

GPI membership also gives companies the opportunity to polish their own image. Raise your company’s profile, and show off your products and services to glass manufacturers.

## **6** go green

Ensuring a steady supply of recycled glass is critical to the industry’s future. Cullet use reduces energy consumption and air emissions, raw materials, and wear and tear on machinery. That’s why GPI is at the forefront of glass container recycling efforts—promoting the need for high quality cullet, advocating for glass collection, and reaching out to recyclers, waste haulers, and elected officials. We’re also leading the charge for more bar and restaurant recycling.

## **7** technology

The glass industry continues to face technical and environmental opportunities and challenges. New equipment, raw materials, new sources for cullet, labeling, transportation, and plant maintenance will all play a pivotal role in the future of the glass industry. GPI is setting the stage for its members to optimize energy use in manufacturing, make capital equipment improvements, and meet regulatory standards.



# The Glass Packaging Institute. Ensuring the future of glass.

GPI is the trade association representing the North American glass container industry. Through GPI, the glass container manufacturers speak with one voice to advocate industry standards, promote sound environmental and recycling policies, and educate packaging professionals.

## GPI HISTORY

Founded in 1919 in New York City as the Glass Container Association of America, U.S. glass container manufacturers reorganized in 1945 as the Glass Container Manufacturers Institute. In 1976, the offices were moved to Washington, DC. The association was renamed the Glass Packaging Institute with the mission to represent, promote, and protect the interests of the North American glass container industry.

*“GPI provides an ideal forum to network with our key customers. Plus, it allows us the opportunity to assist in promoting and protecting the long-term future of glass.”*

– **Kirk Milling**, General Manager, Soda Ash, OCI Chemical Corporation



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## MEMBER COMPANIES

Anheuser-Busch, Inc.  
Gallo Glass Co.  
Nueva Fabrica Nacional de Vidrio  
O-I, Inc.

O-I Canada Corp.  
Rocky Mountain Bottle Co. (Coors)  
Saint-Gobain Containers, Inc.  
Vitro Packaging, Inc.

## ASSOCIATE MEMBER COMPANIES

AGR International, Inc.  
ARKEMA, Inc.  
Bar A Enterprises, Inc.  
Buske Logistics  
Carl Strutz & Co., Inc.  
Chattanooga Labeling Systems, Inc.  
Container Recycling Alliance  
Dura Temp Corp.  
E.W. Bowman, Inc.  
Emhart Glass Manufacturing, Inc.  
Ferro Corporation  
FMC Corp.  
Frontier Transportation, Inc.  
General Chemical Industrial Products  
Georgia-Pacific Corp.  
Lilja Corporation  
OCI Chemical Corp.

Pacific Southwest Container  
Praxair, Inc.  
Quantum Engineered Products, Inc.  
Ross International, LLC  
RTS Packaging, LLC  
Rycoline/Vivitek (Sun Chemical)  
Searles Valley Minerals  
SGCC  
Solvay Chemicals, Inc.  
SPEAR  
Specialty-Rondot, Inc.  
Strategic Materials, Inc.  
Temple-Inland  
TOMRA North America  
U.S. Silica Corp.  
Unimin Corp.