



PRESS RELEASE
November 2008

Vitrum 2009, an avant-garde exhibition full of news formally presented at Glasstec 2008

The new edition of Vitrum 2009 has been officially presented at Glasstec 2008. The bases of Vitrum 2009, the 16th biennial international trade fair of machinery, equipment and systems for the processing of flat and hollow glass, glass, and finished products for industry, have been defined in a special meeting with the most important international press specialized in the field. From October 28th to 31st, 2009 the New Fiera Milano Complex in Rho will host Vitrum 2009, one of the main international fairs that already shows to be an avant-garde exhibition rich of interesting news.

More than 70,000 square meters of exhibition space will be devoted to the latest technological innovations in the industrial and artistic fields, with the participation of more than 600 Italian and foreign firms.

Since the very first Vitrum, inaugurated in 1979 with the aim of providing a specialized international showcase for Italian glass manufacturers, the number of exhibitors has since quintupled, just as the influx of visitors has steadily increased (approx. 25,000 visitors are expected at Vitrum 2009), confirming the consistent vitality of the sector, which runs contrary to the economic crises and other difficulties in recent years.

Shows, conferences and demonstrations of the different kinds of glass processing will enliven the activities of Vitrum 2009.

The Exhibition will be subdivided into three themed areas.

An entire main section devoted to the latest technologies for processing flat glass will play host to the most highly qualified international companies from all over Europe, Africa, the Americas, Asia and Oceania.

Vitrum Hollow Glass, a prestigious showcase dedicated to the latest generation machinery and equipment for hollow glass, will provide an opportunity to discover the new technologies that have made it possible for this sector to gain increasing recognition on international markets.

The Vitrum Energy 2009 section will spark special interest, with its 360-degree focus on biotechnologies and energy savings. The glass industry has responded with enthusiasm and commitment to the challenges imposed by the limitation of the energy resources presently employed, working in recent years to develop some extremely innovative products. The unique Vitrum Energy 2009 section is the first showcase in Italy and in the world to present, all together in one place, the technologies and materials aimed at energy savings. The new section of this increasingly important Show dedicated to the world of glass will make it possible

to preview and understand the cutting-edge solutions that are designed to improve the energy efficiency of our homes.

To download images:

www.ilfilorossoonline.it/vitrum/VHG_2009.zip
www.ilfilorossoonline.it/vitrum/VITRUM_2007_1.zip
www.ilfilorossoonline.it/vitrum/VITRUM_2007_2.zip
www.ilfilorossoonline.it/vitrum/VITRUM_2009.zip
www.ilfilorossoonline.it/vitrum/VITRUM_ENERGIA.zip

References:

VITRUM
Via Petitti, 16 – 20149 Milano – Italy
Ph. +39 02 33006099
Fax. +39 02 33005630
vitrum@vitrum-milano.it
www.vitrum-milano.it

Ufficio stampa:
Francesca Solera
Il filo rosso Solera & associati
Via Panfilo Castaldi, 33
20124 Milano - Italy
Ph. +39 02 29523341
Fax +39 02 29510062
Mobile 347 8932530
francesca.solera@ilfilorossoonline.it
www.ilfilorossoonline.it