



Together, We See Further

More than ever, key corporate decision-makers seek trusted partners who will keep their best interests in mind and help them stay competitive.

At Vitro, our foundation formed on trust, teamwork, and shared excitement makes the possibilities for impactful innovations in glass truly endless. We believe that great ideas come from those who demand more of themselves and their partners. That's why I'd like to introduce you to our new Vision, which is central to the new Vitro brand.

Our Vision:

Together, we will realize the full potential of glass to shape how we move, build, and live in the future.

Vitro has been a pioneer in glass technology for over a century—and we plan to continue our work in glass innovation for centuries to come. Our advanced glass solutions and deep

industry knowledge and expertise truly can help us bring our new vision to life, though we can't accomplish this alone.

We believe that innovation doesn't start with "I". It starts with "us". We all have the power to create the next great product, program or process. Together, we can build upon one another's talents, ingenuity, and ideas to redefine what glass can do and what glass can be.

As a global corporation focused on glass, our Vision inspires us to strive to achieve innovations that overcome challenges, enhance operations and provide sustainable solutions for both our customers and our communities. When we unite our talent, we can exceed expectations and help shape tomorrow.

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