



Design. By Experts.



DESIGN. Makes the difference.

The aim: to achieve clear brand differentiation in the moment and place of consumption.

The solution: an individually-created glass design that embodies an unique marriage of brand identity and assurance of enjoyment – RASTAL Exclusive Glass design. The expression of a brand's personality, optimizing differentiation from the competition, and powerful marketing instrument for successful brands throughout the world.

Havana Club

Client:

Pernod Ricard Deutschland GmbH



DESIGN.










By the Creators
of the Exclusive
Glass.

RASTAL conceived the idea of the branded Exclusive Glass – an individual design exclusively reserved for one brand – and created the Bitburger tulip glass in 1964. Thus, RASTAL is the originator of the concept:

glass design as the culmination of a creative process that takes into account all strategic marketing and functional criteria. Each step well-considered, reassuringly clear, from the first ideas to ready-to-produce phase.

No other company has created and produced more Exclusive Glasses than RASTAL. Many are immediately recognizable classics, and still today enjoy a prominent place among international brands.

RASTAL Design has decisively influenced modern glass design during recent decades and, with more than 180 awards received since 1974, is acclaimed throughout the world.

-  iF product design award, Hannover
-  red dot award: product design, Essen
-  Designpreis Rheinland-Pfalz
-  Good Design, Chicago Athenaeum
-  Designpreis der Bundesrepublik Deutschland
-  German Design Award
-  Design Center Stuttgart
-  New Glass, Corning Museum of Glass, New York
-  BierConvent International e.V., Munich





DESIGN. With added value.

The creativity of the RASTAL designers and their comprehensive technological know-how is the basis that guarantees the creation of solutions that fulfil the most demanding requirements.

Brand-specific requirements. Exclusive Glass design by RASTAL reflects the uniqueness of a brand's positioning and identity.

Sensory properties. They are decisive for the subjective enjoyment experience and play their part in the creative process.

Production-requirements criteria. Comprehensive technical know-how enables co-ordination of design and ideal production method early in the development process. RASTAL can offer a full range of all known production techniques and qualities.

Functional criteria. Functional requirements of the bars and restaurants sector such as optimal stackability, visible filling-level indication or enhancement of froth development in a beer glass are taken into account in the design process.

Financial benefits. RASTAL, in contrast to classic agency services, will absorb its design costs if the cooperation results in producing your branded Exclusive Glass.



The branded Exclusive Glass – a synthesis of glass design and complementary branding.

1. Briefing / analysis. The creative process is based on a clear understanding of the assignment and a necessary, detailed briefing. This includes for example, information regarding:

- brand / corporate identity
- glass type and size
- designated use
- target group
- budget
- specific technical requirements; for example, stackability or toughening

2. Creation of ideas / development of a design. First draft designs and two-dimensional presentation drawings are prepared. The next step is the creation of a virtual, photo-realistic 3D model. Variants and alternatives can be demonstrated and discussed.

Brand-specific elements and functional criteria are taken into account in concept development.



Photo-realistic visualizations of the first designs are presented to the client.



3. Technical construction / CAD. The final, accurate-scale constructional drawing is the technical basis for production. The construction is coordinated with the ideal production process to fulfil budget and finishing quality requirements.



Unique and unmistakable: the Brains branded Exclusive Glass.

4. Cost analysis. An exact cost analysis is prepared based on the technical construction drawing and the desired finishing quality.

5. Prototyping. To safeguard the product properties, acrylic-glass model or the production of test articles are an indispensable part of the development phase.

6. Finishing / branding
The bespoke glass is produced in accordance with specifications in one of RASTAL's selected specialist glass-works. Delivery takes place only after strict and rigorous quality inspections.



Brains
Client:
S.A. Brain & Company Limited, Great Britain

The prototype is approved: now the glass is born



DESIGN.
Starts by listening.

DESIGN. FOR BRANDS.



Zagorka
Client:
Zagorka S.A., Bulgaria



Švyturys
Client:
UAB Švyturys Utenos alus, Litauen

DESIGN.
The powerful marketing instrument.



Warsteiner Premium Cup

Client:
Warsteiner Brauerei, Germany

The distinguishing design feature is a flattened facet whose contour, together with the logo, reflects the shape of the traditional Warsteiner tulip. At the same time, the facet ensures that the vertically-positioned logo is always directed towards the consumer and remains in their field of vision.



Krombacher

Client:
Krombacher Brauerei, Germany



Desperados

Client:
Heineken, France



Sinalco

Client:
Deutsche Sinalco GmbH Markengetränke & Co. KG



Evian

Client:
Danone Waters Deutschland GmbH



Lipton IceTea

Client:
Unilever, Belgium

Glass design that communicates at first glance that this is a refreshment product. Striking branding combined with the ice-cube relief in the lower part of the glass, the eye-catching embossed element and the ice-cube structure (created by alternating clear and frosted surfaces) clearly demonstrate the brand's positioning: Individuality and Lifestyle.



Jim Beam

Client:
Beam Deutschland GmbH

Over the last decade, the design of this Exclusive Glass has been regularly modified to align with changing brand and market conditions. With its angular bottom, the current glass (a pressed glass version) reflects the characteristic shape of the bottle. The heavy ice-look bottom bears the signature "James B. Beam" in relief, the brand itself is communicated by the high-quality finish signet relief.



Demänovka

Client:
St. Nicolaus-trade, a.s., Slowakei



Ramazzotti

Client:
Pernod Ricard Deutschland GmbH

Absolut

Client:
The Absolut Company AB, Sweden

Simple, clear lines are the design attribute linking the ABSOLUT VODKA series of glasses. The different coloured accents integrated into the base of the glass are the distinguishing design element. Each colour represents a specific flavour, which in its turn is matched by the colour scheme of the ABSOLUT bottle.

The combination of glass and a specially developed coloured plastic moulded into the base is unique.

**Absolut**

Client:
The Absolut Company AB, Sweden

**J&B**

Client:
Moët Hennessy Diageo, Frankreich



Schlumberger

Client:
Schlumberger
Wein- und Sektkellerei GmbH,
Österreich



Mumm

Client:
Rotkäppchen-Mumm Sektkellerei GmbH

Simple but elegant lines characterize this timeless classic Exclusive Glass design. Distinguishing features are a platinum-colour ring element in the upper part of the stem and the vertical brand logo, which follows the elongated lines of the glass and forms a harmonious unit with the basic shape.



McCafé

Client:
McDonald's Franchise GmbH, Österreich

Form follows function – the characteristic feature of the innovative design is the thickened wall in the holding area of this special latte macchiato glass. This demonstrably retards the cooling of the beverage and the intermingling of the layered contents. This effect is further optimized by an inner ledge which additionally allows secure stacking of an exceptionally large number of glasses.



Klosterfrau

Client:
Klosterfrau Health Care Group
und Art Display GmbH, Germany



Jakob Dück
CAD Construction /
Product Design

Valentin Filippov
Graphic Design

Marion Beyer
Construction /
Product Design

Sandra Steinmann
Graphic Design

DESIGN. By Experts.

Product design, branding, strategy consulting – glass design as an integral element of modern brand management; enjoyment as key instrument in the communication of emotions: branded Exclusive Glasses created by RASTAL.

More than one hundred Exclusive Glass concepts were created and given tangible form during the last ten years alone by the designers in the RASTAL Design Studio.

And what can we do for you?



Raymond Sahm-RASTAL
Strategy Consulting
Co-owner and Managing Director

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