



Putting your name on everyone's lips!



News Release 24 July 2009

Best in glass!

Festival Glass is the exclusive glass supplier to the **Great British Beer Festival** for the 5th year running

One of Yorkshire's most successful companies, Festival Glass, has once again been confirmed as the exclusive supplier of beer glasses for the 2009 Great British Beer Festival (GBBF), which will be held at Earl's Court, London from 4th August.

In addition to supplying this year's event for the 5th year running Festival Glass will also be sponsoring the glass for this year's event. Every glass will feature the beer festival logo and the embossed camra logo and, for the first time ever, the Festival Glass logo. We are delighted to continue our longstanding association with CAMRA by sponsoring this year's Festival Glassware

Festival Glass specialises in high quality glass printing. It has developed advanced processes which ensure that festival and corporate logos can be printed directly on to each glass, producing a durable and attractive enamel finish.

The Halifax-based company has already supplied this year's Scottish Beer Festival and the Welsh Beer Festival and the GBBF is the biggest of them all. Festival Glass will supply 40,000 souvenir beer glasses to Earl's Court for the 5-day festival.

Later in the summer, Festival Glass is also supplying Peterborough Beer Festival, the UK's largest regional beer festival. It will be the fourth consecutive year of supplying glasses for the festival.

Continued over...

1,000 glasses an hour

Graham Cheesbrough, Managing Director of Festival Glass said “We are delighted to continue our longstanding association with the UK’s biggest beer festival. We are continually investing in the most advanced technology to ensure that we retain our status as the leading supplier in the industry.”

Festival Glass is supplying three sizes of souvenir glasses complete with the GBBF logo.

These are:

- 23 oz Conical Glass with a printed line @ One Pint, Half Pint and 3rd Pint
- 12 oz Conical Glass with a printed line @ Half Pint and a 3rd of a Pint
- Stemmed Beer Glass with a line @ 3rd Pint.

There will be over 750 types of beer for sale during the festival including over 450 British ales, plus international beers and a huge range of real ciders and perries.

“It will take us 1 week to print the GBBF glasses.” says Graham. “At full capacity we can print up to 1,000 glasses an hour. We use an automated screen printing technique and then the glasses go into a furnace which slowly heats them to 600 °C. This fuses the enamel to the glass and achieves a perfect, durable finish.”

Festival Glass has built up an excellent reputation for supplying high quality decorated glass to a wide range of independent breweries, pubs, businesses and high profile organisations like CAMRA (Campaign for Real Ale). It provides a full service from artwork design to delivery and it offers both promotional and commemorative glasses. Etch-effect printing is just one of the techniques that Festival Glass has perfected over the years.

“We are always looking for our next challenge,” says Graham Cheesbrough “and after visiting our website our clients often come up with new ideas that can promote their name to their target market. Glass will always be a high quality way of promoting a brand or an organisation.”

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For further information on this story please contact
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Notes

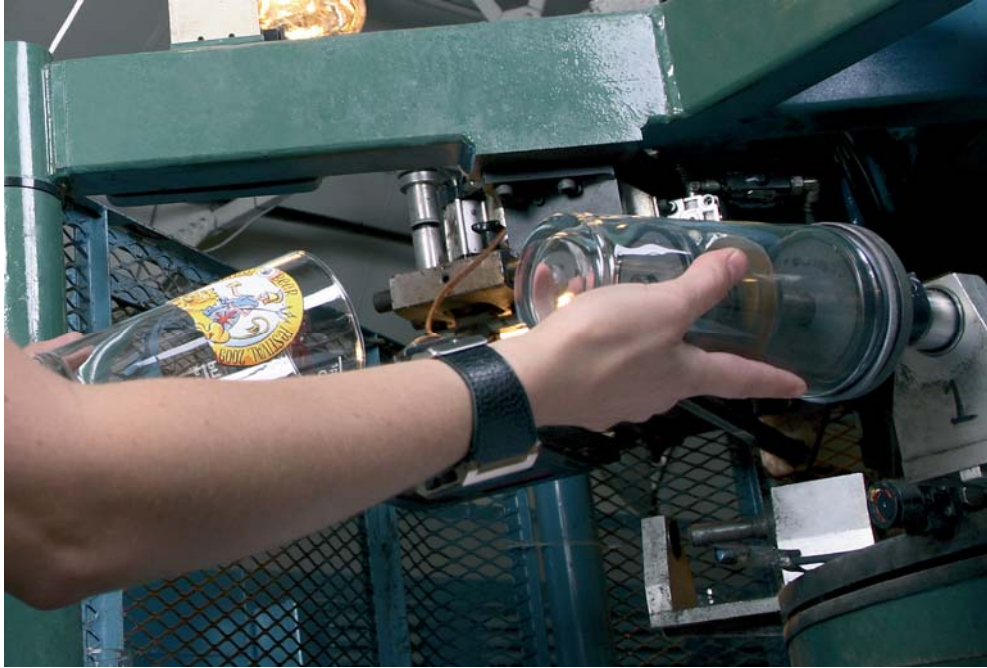
Festival Glass was founded by Graham Cheesbrough and Malcolm Peel in 2002
The company produces over 1 million glasses a year
Their 5,000m² production facility is located in Halifax, West Yorkshire

For more details go to www.festivalglass.co.uk



Photo caption

Pre-print – preparing one of the GBBF silkscreens ready for production



Starting the process – adding plain glassware to the 5 colour screenprinting machine and checking the first GBBF printed glass for registration



Printing in action – applying the second GBBF base colour to glassware beneath silkscreen



Fourth colour application – thermoplastic red ink is pulled through onto a semi-printed GBBF glass



Nearing print completion – unfinished GBBF glass travels along automated print line awaiting black, final colour application



Printing complete – removing a finished GBBF from the screenprinting machine



Quality control – detailed checks by Malcolm Peel, Production Director, ensure printed GBBF glasses are of the highest quality



Festival Glass Directors and co-owners Malcolm Peel, Production Director and Graham Cheesbrough, Managing Director discuss GBBF production



Weights and Measures Act – conforming to legal requirements, Malcolm Peel, Production Director, checks a GBBF glass



Awaiting embossed-effect – printed GBBF glasses are stacked ready for embossed-effect CAMRA logos to be applied



Embossed-effect – CAMRA logos are added to the bottom of GBBF glasses and stacked ready for firing in the furnace



Ready for the firing – GBBF glasses are lined up on the furnace conveyor belt, with final inspection by Graham Cheesbrough, Managing Director



End of the line – fired and complete GBBF glasses emerge from the furnace, ready for packing



Packing up – finished GBBF glasses are carefully packed into boxes and taped ready for despatch