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PRESS RELEASE

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**Coverpla: A global exclusive for seven bottles with star quality from Heinz Glas**

**Fully committed to its European partners, thanks to its historic relationship with Heinz Glas, Coverpla has won an exclusive sales partnership for seven major bottles in its supplier’s collection. Coverpla is currently the only player to offer these designs to brands. Available from stock in two formats, they are ready and waiting for personalization to reveal their magic.**

To ensure the future of its ready-to-go offer, Coverpla has carved its positioning thanks to long-term relationships with the biggest European suppliers, a constructive strategy built on loyalty. Its bottles are produced by the leading glassmakers including Pochet, Bormioli Luigi, Verescence and Heinz Glas. Coverpla stands by these long-term relationships with proximity manufacturers as a guarantee of quality and secure sourcing.

**Seven signature designs**

While products from Heinz Glas have long featured in the Coverpla catalog, the novelty here stands in the glassmaker’s decision to entrust Coverpla with commercial exclusivity for seven of its bottles. Coverpla offers them from stock in 50 and 100ml formats.

With the names Jens, Juicy, Quadri, Style, Trek, Urban and Yoga, they offer a broad range of shapes and styles: minimalist, opulent, thin, tall, square or rounded; some have high shoulders, others thick bases, with varying glass weight. They are perfectly adapted to Coverpla’s mix-and-match offer, and to personalization through décor.