

SISECAM PRODUCES THE WORLD'S LIGHTEST WHISKY GLASS BOTTLE

Sisecam, has partnered with Johnnie Walker to produce the world's lightest 70cl handblown Scotch whisky glass bottle.

ISTANBUL, TURKEY, October 1, 2024 /EINPresswire.com/ -- [Sisecam](#), the only global company operating in all core areas of glass, has partnered with Johnnie Walker to produce the world's lightest 70cl handblown Scotch whisky glass bottle.

As a global player in the glass and chemicals industries, Sisecam continues to develop its innovation capabilities and collaborative culture with its partners. Sisecam has handcrafted the lightest glass whisky bottle for the prestigious whisky brand Johnnie Walker. Johnnie Walker Blue Label Ultra with its exclusive bottle was announced last week by the brand, is limited to just 888 units, and was unveiled at a special launch event hosted by Diageo and Sisecam during the London Design Festival.



Johnnie Walker Blue Label Ultra



The new bottle, created in collaboration with Sisecam and Diageo, has the same 70cl volume as the current Johnnie Walker Blue Label bottle but weighs only 180 grams when empty without closure. Despite an approximate 80% weight reduction compared with the weight of the standard Johnnie Walker Blue Label bottle, this teardrop shaped bottle continues to ensure Johnnie Walker's high durability standards and proves Sisecam's capabilities in both craftsmanship and R&D. To ensure the highest food safety standards for this unique bottle,

Şişecam established a specialized 'clean room' at its glass production facility in Denizli, Turkey.

The world's lightest 70cl Scotch whisky glass bottle, produced by Şişecam, is designed to showcase the future potential of lightweight packaging.

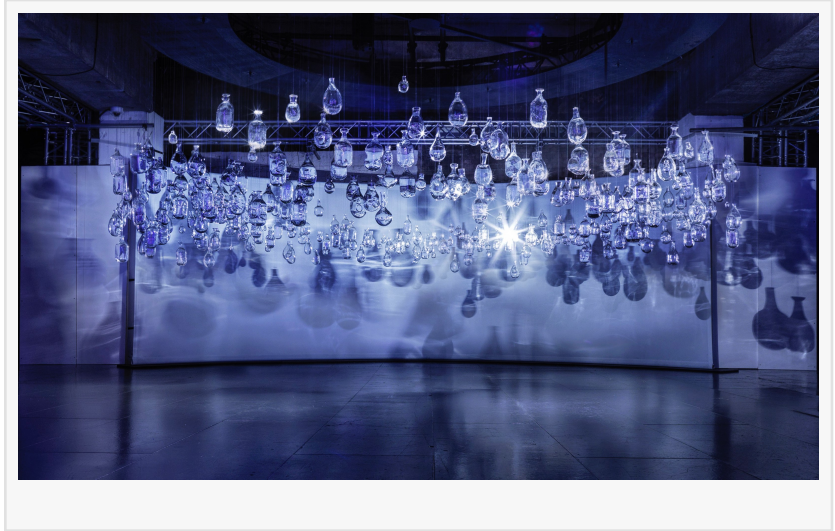
Aysegul Akyarli

Sisecam

[email us here](#)

Visit us on social media:

[LinkedIn](#)



This press release can be viewed online at: <https://www.einpresswire.com/article/747961870>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.