



The Glass Manufacturing Industry Council and the Industrial Minerals Association–North America will sponsor a brainstorming workshop preceding the 65th Conference on Glass Problems, scheduled for Oct. 19–20, 2004, at the Fawcett Center, Columbus, Ohio.

Growing the Glass Market

Monday, Oct. 18, 2004

1:00–4:00 p.m.

There has been much historical work suggesting that the growth in sales of materials by weight in the marketplace is driven by two key variables—volume per capita growth and substitution of one material for another. In the case of developing countries, the rise in disposable income triggers an acquisition of volume that allows glass to substitute for other materials through change in lifestyle choices, e.g. automobiles in the place of bicycles.

In developed countries these substitutions are minimal, and growth is just related to the volume per capita effect. The trend of plastics for glass substitution is an example of substitution that drives the use of glass down. The use of glass-reinforced composites for substitution for metals is an example the other way. It appears these effects may cancel each other out.

This workshop will address the issue.

The Minerals Industry has a strong vested interest in seeing the glass industry achieve still greater success. Collaboration between our two industries could potentially yield significant benefits!

Workshop leaders and participants will discuss how the glass industry: Container, Flat, Fiberglass and Specialty, in concert with the minerals suppliers can work together technologically and commercially to advance the use of glass to a greater extent in the United States.

Participants: Glass Technologists and Engineers, Mix & Melt Specialists, Purchasing Professionals, Consultants.

No charge for the workshop, but you must register.

For additional information, and to register, contact:

Lisa Smith
tel 614-523-3033
E-mail lsmith@gmic.org

MICHAEL GREENMAN, EXECUTIVE DIRECTOR
GLASS MANUFACTURING INDUSTRY COUNCIL
TEL 614-818-9423
FAX 630-982-5342
E-MAIL MGREENMAN@GMIC.ORG
INTERNET WWW.GMIC.ORG