



Jägermeister #SAVETHENIGHT Limited Edition wins international “WorldStar Global Packaging Award” with innovative glass refinement

Montabaur, 12.01.2023 | Some designs are truly unique – like the Jägermeister #SAVETHENIGHT Limited Edition, co-created by DECO GLAS GmbH. For their work on the bottle, the glass experts received the [WorldStar Global Packaging Award 2023](#). The collaboration by German herbal Jägermeister, DECO GLAS, and the design agency Mutter won over the jury by blending material innovation with unique customer benefits and a clear marketing value.

For the edition, thermochromic pigments were applied to the iconic Jägermeister glass bottle using screen printing – an industry first. The temperature-sensitive imprint then causes the #SAVETHENIGHT Limited Edition bottle to change its appearance when the liquid inside is chilled to -18 °C – the perfect serving temperature of Jägermeister. The technology sets new standards in the design of packaging glass and has already been awarded with the German Packaging Award by the German Packaging Institute e.v. (DVI) in August 2022.

“This project really showcases the power of collaboration. Our long-time partner DECO GLAS supported us all the way in executing the concept and design for the Limited Edition. And we even managed to set new technological standards”, reports Carsten Doliwa, Senior Director Procurement at Mast-Jägermeister SE.

“We are very proud to have succeeded in pushing the boundaries of refinement together with Jägermeister. This project creates completely new possibilities for showcasing the brand at the POS”, emphasizes Eric Eiser, Head of Salesforce & Marketing at DECO GLAS.

Innovating within the beverage industry

With this new edition, DECO GLAS is setting new standards in finishing for glass beverage containers. The pioneering production process allows thermochromic inks to be printed directly onto glass. Reaction temperatures can be customized, opening many applications for the food and beverage industry.



Design inspired by the return to nightlife

The design of the Jägermeister limited edition, which was launched in 24 markets worldwide in 2021, symbolizes the story of #SAVETHENIGHT: at room temperature the bottle is nearly colorless – just like nightlife during worldwide lockdowns. But Jägermeister is best served ice cold. When the herbal liqueur is perfectly chilled to -18°C inside the freezer, hidden design elements on the bottle show up. On the front, the gold printed #SAVETHENIGHT logo begins to change. More colors, and Jägermeister brand elements, appear – and it literally brings life back to nightlife.

The limited edition was part of Jägermeister's #SAVETHENIGHT initiative and is dedicated to those who make nightlife possible. Part of the proceeds went directly to artists around the world to support their innovative projects.

About DECO GLAS GmbH

DECO GLAS specializes in the decorative and functional finishing of packaging glass. An established player in the European glass and packaging industry, the company exports products to more than 30 countries.

Around 150 employees work on site in Montabaur, Germany, and ensure that more than 170 million bottles and glass containers are processed into high-quality glass packaging every year. Renowned customers from the beverage, food, and pharmaceutical industries rely on the company's experience and expertise. Thanks to outstanding technologies for printing, coating, sleeving, and labeling, an in-house design consultancy, an innovative spirit, and 50 years of experience, DECO GLAS develops premium solutions for glass and ceramic products found on shelves worldwide.

About #SAVETHENIGHT

Since the initiation of the #SAVETHENIGHT project in April 2020, Jägermeister has already supported more than 1,500 creatives and 1,200 projects in over 60 countries. The goal of #SAVETHENIGHT is to make nightlife a better place worldwide - today and in the future. To achieve this, Jägermeister brings artists and nightlife fans together via the platform www.save-the-night.com.

**About Jägermeister**

The world-famous herbal liqueur Jägermeister is distributed in 150 countries around the world – but its home is in Wolfenbüttel, Lower Saxony. Only here is Jägermeister produced and distributed by Mast-Jägermeister SE. The world's most successful herbal liqueur has been based on a mysterious recipe of 56 different herbs, flowers and roots for over 80 years. In 2021, with total sales of 111,6 million 0.7-liter bottles, the brand with the stag is the best-selling herbal liqueur in the world.

Visit <https://www.mast-jaegermeister.de/en>.

About WPO

World Packaging Organisation (WPO) is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. Its mission is "Better quality of life through better packaging for more people". The complete list of winners are available both in WorldStar or WPO webpages – www.worldstar.org or www.worldpackaging.org – and they will be awarded in a Gala Ceremony on May 06, during Interpack 2023, in Düsseldorf (Germany). At the same occasion, WPO will announce the winners for the special categories - President's Award, Sustainability Award, Marketing Award and Packaging that Saves Food Award.

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