



L'eccellenza nella decorazione del vetro  
Excellence in glass decoration

HOUSEWARE DIVISION



# OUR HISTORY

Founded in Parma (Italy), Cerve quickly became the focal decorating point for local ceramic and glass industries; indeed the name Cerve derives from CERamica and VETro.

Over the years the company began to gradually specialise itself in the glass sector, synchronising its production with that of the surrounding glass industry, introducing new brands and its distinctive decorating techniques onto the market.

In and around the 80's, given its success, the company was split into two distinct divisions; one concentrated on pure decoration and the other dedicated its time to putting together a full range of bespoke kitchen and home products.

Those same years saw the introduction of a growth policy which entailed large investment plans; new production plants were built and new state of the art technology was acquired to add to the existing plants at the time which included frosting, sand-blasting and drilling amenities.

During the 90's Cerve foresaw the need to further expand its engineering plants and steadily became a world leader in mechanical and decorative applications to glass, thus creating a benchmark in this extremely competitive world market place.



UNI EN ISO 9001:2008 CERTIFIED



## OUR GROUP

1953

A history of transparency  
and colours begin

5

Plants in Northern Italy

800

Employees

28

Furnaces

2

Million pieces a day

## PHILOSOPHY

**The same high quality standards in each and every article.**

The same high standards set by "Cerve in Italia" are applied to all our products regardless of the collections they stem from. Customer satisfaction is perceived from the quality and design of each and every piece. Our secret stems from traditional elements such as the love and passion we have put into every piece since 1954.

## QUALITY

**Every single glass is controlled during production.**

There are three distinguishing features of our tableware: refined design, a well run manufacturing process and strict controls of minor details. All our articles undergo strict design procedures requiring state of art graphics. Despite this, no article leaves the factory until it has passed our final quality control.

# TREND SETTING "MADE IN ITALY" ARTICLES OF THE HIGHEST QUALITY

## CRAFTSMANSHIP.

**Quality, trend setting articles with the "Made in Italy" label.**

Apart from a few complimentary non screen printed products, the whole range of our decorated household sector is produced in our factories in Italy. Our designers develop our collections which become unique items with the use of our bespoke decorating machinery.

Integration of marketing and production gives us the upper hand in anticipating market trends, developing new ideas and creating innovative effects. We like to think that our products are born from the spirit of our land: a concentration of enchanting landscapes and whimsical, hard-working people.

Worldwide customer satisfaction is achieved through the craft and skills of our technicians, supported by the passion and pride we put into our work.





## ATTENTION

**Our production process portrays all our excellence.**

We know that every product of decorated tableware goes far beyond its primary use. These products are not purely used to drink from or for food conservation, they become important objects to help furnish the home. Moreover, we pride ourselves in knowing that people can use them for as long as possible whilst preserving their unique characteristics.

For this very reason we were the first to produce our own organic, dishwasher proof colours calling them OK. These were quickly followed by our OKT series specifically suited to multi-colour translucent or opaque decorations.

**All of them are dishwasher resistant**



## **TAILOR-MADE DESIGN**

**our customers are the centre  
of our activity**

Beside our standard collections, we have the possibility to integrate the creations of our customers' design with coordinated tableware harmonising with their original concept. CERVE's well-known productive flexibility allows us to please the requests even of those customers who need just a limited quantity of tailor-made glass tableware.

Sometimes it happens that customers require special customisation: special decorations, special packaging, custom label application, etc...

- Cerve can develop special designs following the customers request.
- Minimum order quantity is 3.000 pieces





## Thermofusible Colours:

Cerve has always been a leader in developing printing technologies. For that reason it has developed its own printing machines currently used in its tableware division. Traditionally, ceramic colours are used in decoration of glass: these colours are cooked up to 600°C, well known in the printing business. They are ceramic based, so they have a limit in the colours obtainable. Recent law evolution required their update to reduce the leach of Lead and Cadmium, used to obtain some kind of colours, as well as colours more brilliant and resistant.

These enamels use thermo paraffin as diluent; it has the characteristic to dry immediately. For the application of this enamel it's necessary to have a warm metallic mesh to permit the enamel to go down on the object.

Then the paraffin is fixed, when there is the contact with cold glass.





## Organic Colours:

These enamels are organic based and do not contain heavy metals (Pb, Cd) they can be thermoplastic or paste all of the more dishwasher safe.

- Polymerisation: 150° and 200°
- They do not contain heavy metals
- Utilisation: to create fancy effects, translucent colours or to match specific pigments (not achievable with enamels).
- Possible effects: fluo colours, bright yellow, etc.

In comparison with ceramic colours, the organic colours have wider pantone range (like fuchsia, pure red, light green, violet, etc.). These enamels are manufactured with exclusive process in Cerve: no other company has them.

Organic decoration also complies with Proposition 65.







## OKJ Direct Reproduction:

Direct reproduction is a unique technique developed by Cerve, it allows to decorate on the bottom of tumblers and stemware, where silkscreen is not possible.

It is possible to print decorations and images with an unlimited number of colours, translucent and solid ones.

These products dishwasher resistant, and are suitable for daily use.





## LASER ENGRAVING

The process entails the use of a laser beam which effectively melts and vaporizes the surface of the glass thus removing it. The end result is an engraving of the surface.

Laser engraving is totally resistant to any type of washing process and produces a fine frosted white effect on glass.

An extremely versatile decorative method which can be applied to any surface where conventional techniques are not appropriate. It can be used on the inner or outer surface of drinking glasses and is durable over time.







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[www.cerve.it](http://www.cerve.it)