

# THE MISSION : to create a safer pint glass

The **ULTIMATE** Pint glass is the result of an ongoing initiative started by the **UK Government** in 2009. This initiative handed the manufacturing community the challenge to design a product that would help to make drinking venues a safer environment through the reduction of violent injuries caused by glass. **Arc International** was the only glass manufacturer to be involved, from the beginning, in the initial project handled by Design Bridge.



## Background

- £2.7bn is the estimated cost of alcohol related harm in the UK<sup>1</sup>
- 973,000 Alcohol-related violence each year<sup>2</sup>
- 5,500 estimated glassings<sup>3</sup>
- 40% of bar staff sustained accidental glass-related injuries<sup>4</sup>

[www.the-ultimate-pint.co.uk](http://www.the-ultimate-pint.co.uk)



Since its creation **ARC INTERNATIONAL** has always incorporated a sustainable development policy and strategy that brings together economic performance, social equity and respect for the environment. The **ULTIMATE** Pint project is an extension of this strategy and details our commitment to both global and local issues.



**Arcoroc**  
PROFESSIONAL

Source Data: 1. Department of Health (2008) The Cost of Alcohol Harm to the NHS England. 2. British Crime Survey data 2007/08 as quoted in Hansard [www.publications.parliament.uk/pa/ld200809/ldhansrd/text/91013-008.htm](http://www.publications.parliament.uk/pa/ld200809/ldhansrd/text/91013-008.htm). 3. Derived from Magennis P., Shephard J., Hutchison H and Brown A. (1998) 'Trends in facial injury', BMJ,316:325-6. In Safe, Sensible and Social. The next steps in National Alcohol Strategy [http://news.bbc.co.uk/1/shared/bsp/hi/pdfs/5\\_6\\_07\\_alcoholsurvey.pdf](http://news.bbc.co.uk/1/shared/bsp/hi/pdfs/5_6_07_alcoholsurvey.pdf). 4. L.C. Luke A little nightclub medicine: the healthcare implications of clubbing. Emergency Medical Journal;19:542-545, 2003.



# THE TECHNOLOGY : Profile Plus

Safer & Stronger



**PROFILE PLUS** is a new ethos in glass **DESIGN & TECHNOLOGY** based product development. It is a marriage of over 50 years of technical knowhow with modern day design to create a safer environment for all.



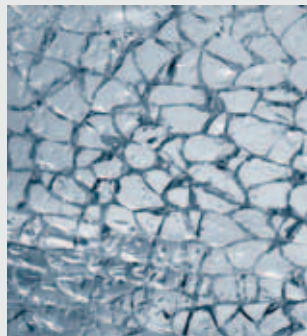
**REVERSE  
BREAKAGE**

Each glass uses the **SFM System** (Stress Fracture Management) which, combined with the shape of the glass, promotes **REVERSE BREAKAGE** when the glass is violently hit against another surface. This reduces the opportunity of using the glass as a weapon to cause injury as the base is designed to fragment thus dropping from the hand.

The unique rounded base is part of the secret to managing the stresses in the glass.



**ULTIMATE**



As with all **ARCOROC** products, the **PROFESSIONAL** is always foremost in our minds. This is why the **ULTIMATE** pint is **FULLY TEMPERED**, from rim to base, ensuring increased resistance to thermal and mechanical shock. This means that the **ULTIMATE** pint offers significant benefits to the more discerning end-user by not only delivering unrivalled strength (up to 5 times stronger) but also an increased lifespan of between 10 to 15 times longer compared to normal glassware.

*Care of glassware: It is important to remember that by caring for your glassware in the correct way you will not only increase the life span of your investment but also reduce the potential danger of harm occurring.*



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## ERGONOMICS:

A gentle curve to the body creates a subtle shoulder for the hand to rest against.



## HEAD BOOSTER:

A new performance Nucleation that offers the perfect balance between a healthy looking beverage and wastage caused by over serving. The base of the glass is laser etched with a unique design which creates a constant stream of bubbles in the beverage, thus promoting a constant head.



## RECYCLE

100% glass, 100% recyclable. The **ULTIMATE** Pint uses manufacturing techniques and design to achieve its goal. This means that it can be recycled as clear glass.

## APERTURE:

The open design increases airflow in to the glass allowing it to dry quicker.



## REFERENCES:



Ultimate Pint  
CE stamped 1pt  
HEAD BOOSTER  
Ref: H2070  
Pack: 36



Ultimate Pint  
CE stamped 1pt  
Ref: H2069  
Pack: 36



Ultimate Pint  
HEAD BOOSTER  
Ref: G8563  
Pack: 24

# THE "BENEFITS" : beyond the technology

Polariscope, mechanical and thermal tested, confirmed as Fully Tempered / Toughened