

PAŞABAHÇE PARTICIPATES IN AMBIENTE 2026 WITH ITS INSPIRING NEW PRODUCTS

Paşabahçe, the world's leading glassware brand, brings together novelty and elegance once again at Ambiente, the world's largest consumer goods fair.

Since 1935, Şişecam's globally leading glassware brand, Paşabahçe has been making lives beautiful across five continents and more than 150 countries with stylish and timeless products. This year, Paşabahçe will once again take its place at Ambiente, the industry's most prestigious international consumer goods fair, showcasing its extensive product portfolio that combines design and functionality.

Being a long-standing major participant, Paşabahçe will welcome visitors at its 555-square-meter booth located in Hall 12, E80 at the Ambiente fair between 6–10 February. At Paşabahçe booth, featuring eye-catching installations and more than one hundred new products for the hospitality and household segments to be launched in 2026, will be showcased.

At the forefront of novelties in the drinkware category are the Alora and Lunor collections- each consisting of two different-sized glasses- bringing a fresh aesthetic and ease of use to homes and professional venues.

Designed for busy establishments, the Serva wine glasses stand out with their 140 cc capacity, short-stem form, and functional design. They offer speed, durability, and practicality in serving all types of beverages.

Inspired by the soothing textures of coral islands, the Coral collection features two sizes of glasses whose engraved patterns bring a calming aesthetic to homes and table settings. For those who prefer a more modern and minimalist style, the Dorian collection—with two sizes of glasses featuring vertical linear engravings—outshines.

In the tableware category, the hero collection of the year, Coqina, features plates and bowls with organic forms and an elegant texture made of interlocking rings, transforming every presentation into a visual experience.

Borcam, the indispensable practical helper of kitchens, is also ready for 2026 with new products. The borosilicate Bake & Seal collection—with microwave-safe, valved, glass lids—and the newly designed square and rectangular Borcam pots with handled lids provide convenience at every stage, from preparation and cooking to serving and storage.

Selected pieces from Crystallin collection will also be showcased at the fair. The Crystallin collection, which uniquely combines Şişecam's production power with Paşabahçe's inspiring design approach, was launched in 2024 and became a must-have in the sector thanks to its prestigious brilliance.

About Paşabahçe

Founded in 1935 as part of the Republic of Türkiye's industrialization vision, Paşabahçe has grown into the world's largest glassware manufacturer and stands today as the flagship glassware brand of Şişecam, the only global company operating in all key areas of glass production.

Guided by its Live Beautiful philosophy, Paşabahçe is not just shaping glass, but shaping the moments that matter. Each design is created with the belief that beauty belongs in everyday life- on every table, in every home, and within

every shared experience. Present in more than 150 countries across five continents, Paşabahçe brings elegance and meaning to countless homes and lives around the world. With a portfolio of over 10,000 products crafted for home, hospitality, and industry, Paşabahçe blends traditional artistry with modern innovation to create collections that transcend time and trends. From its production sites in Kırklareli and Eskişehir in Türkiye, and facilities in Bulgaria, the Russian Federation, and Egypt, Paşabahçe continues its journey of touching lives.

As Şişecam's pioneering retail brand, Paşabahçe Stores brings beauty into living spaces through its 'Lifestyle' and 'Boutique' concepts. Special handmade designs and limited collections offer meaningful gift alternatives, inspired by the belief that "Life is the Most Beautiful Gift." With 49 stores and its online platform, pasabahcemagazalari.com, Paşabahçe offers not just products, but an inspiring and heartfelt shopping experience.

For more information:

pasabahce.com

pasabahcemagazalari.com