



Bigger than Glass

From our very beginning, Vitro has built its reputation on partnership. It has been the key ingredient in every innovation, every product and every service we provide.

The partnerships we have created remain our greatest asset. To realize the full Power of Partnership we must understand our goals and our strategy for the future, embracing a shared motivation. That's why I'd like to introduce you to our new Mission, which is central to the new Vitro brand.

Our Mission:

We redefine the power of partnership to create value and innovative glass solutions for our customers and communities.

Our work transcends glass. Our customers rely on us because we are always working together and looking ahead. When we innovate and challenge

conventional thinking, we help our customers grow, so together, we can create better cars, buildings, containers and beyond.

Our work is bigger than business, too. Our success depends on our people and resources. Our Mission encourages us all to find ways to support healthier, more sustainable, more vibrant communities. If we're not economically, socially and environmentally responsible, we lose our [Comprehensive Competitiveness](#).

To realize the Power of Partnership, we must strive to create value, in all of its forms, for people near, far and everywhere in between.

Together, We See Further