



Report

INTERNATIONAL WORKSHOP
ADVANCES IN CLEANER PRODUCTION

“CLEANER PRODUCTION TOWARDS A SUSTAINABLE TRANSITION”

Case Study BrazilGlass - New Business Patterns

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Abstract

This report is produced in accordance with the method of SWOT analysis of the company BrazilGlass, the strengths identified throughout the study suggest that the company has a good vision and strategy practice new standards. The research is made of numerous interventions in the company throughout its existence in search of a Cleaner Production. The company is technologically updated and seeks to offer products with new materials, better design, energy saving and respect for the environment. It knows the importance of airtightness, insulation and durability in its products and therefore moves towards a new phase within the universe of locks of facades made in the industry.

The company provides its products in good lighting, minimizing the inconvenience caused by the incidence of the sun, wind and rain and developing systems that have gone through various stages of evolution. For this innovation in the production of laminated glass, tempered glass, screen printing, insulating glass and window frames and coatings. It is important that investments in advertising campaigns and reducing the cost of goods is on the order-paper in the company to make the process more sustainable and have more possibilities in front of their direct competitors.

We highlight environmental responsibility and cleaner production aiming for sustainability of their processes, including a margin of 100% reuse of materials and waste released into production

Keywords: *Glasses and Cleaner Production.*