Utilization of Crystal Glass in Merchandising and Other Unconventional Segments

**Project Goal::**

The goal of the project is to come up with innovative ideas for using waste crystal glass (glass stones) in the B2B merchandising sector (influencing, celebrities and their brands, sports, beauty, corporate gifts, etc.) based on a comprehensive market analysis.

**Areas to Address::**

1) Start by studying the product portfolio of Preciosa Components and suggest which specific products can be used in the merchandising sector.

2) Next, explore what the merchandising market (“merch”) looks like in general. What final products are offered on it? What are the current trends in this field? How important is sustainability in this area?

3) Identify the key players in today’s merch scene, i.e., which merch products are currently the most popular (especially in the Czech Republic). These are potential new customers for Preciosa Components.

4) Come up with ideas for final merch products where glass stones or their applications could be used. For example, a collection of decorated products for a YouTuber, singer, company, etc. Simply bring unconventional ideas, including a final presentation of them!

5) Try to find out how Preciosa’s products could be introduced to the mentioned customers. Direct contact, through a partner, at an event…?

6) Can you imagine the use of waste glass stones in other unconventional segments? What could those be? And what could be the form of use?

**Output format:**

PowerPoint presentation (or similar format), physical samples – and the rest is up to your creativity 😊

**Supporting Materials and Links:**

**Website:** <https://www.preciosacomponents.com/>

**Product overview:** <https://www.preciosacomponents.com/products>

**Online catalog:** <https://img.preciosacomponents.com/files/Product%20catalogues/2025_Preciosa_Crystal_Components_Product_Catalogue.pdf>

**Application service options**: <https://www.preciosacomponents.com/article/192/application-services>

**Sustainability policy:** <https://www.preciosacomponents.com/article/214/environmental-and-social-responsibility>

**Physical product samples:** Available during the event on April 10–11 (loose stones, color charts, printed catalogs, fabric pieces, and applicator – possibility to try applying the stones under expert supervision, etc.)

**Merch samples:** Available during the event on April 10–11 (T-shirts, bags, bottles, diaries, etc.)