

Press release
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Verallia deploys Gojob's AI solution to transform its recruitment processes worldwide

Verallia, Europe's leading and the world's third-largest producer of glass packaging, has chosen Gojob, a French pioneer in AI-powered recruitment, to improve the efficiency of its hiring processes while strengthening its employer brand internationally. Following a successful initial phase in France, where AI-driven pre-screening automation freed up time for more high-quality interviews with shortlisted candidates, the solution is now being rolled out in Germany and Brazil. This deployment is supported by close collaboration with local teams and a gradual integration into existing HR environments to ensure optimal adoption tailored to each market.

A STRATEGIC FOCUS: SCALING EFFICIENT RECRUITMENT

Faced with a wide range of recruitment needs - from operational roles to expert profiles and young graduates - Verallia aims to optimize both the processing of incoming applications and the use of existing talent pools within its databases through the Gojob talent solution.

Fully integrated into the Group's applicant tracking system, this technology automates the pre-screening phase through AI-powered matching and a conversational agent. Recruiters' experience remains unchanged: they continue to use their usual recruitment tools, now enhanced with Gojob talent capabilities.

As a result, applications are processed faster, more consistently and more systematically, particularly for high-volume roles, while ensuring a modern, seamless and responsive candidate experience.

AI AS A LEVER FOR RIGOR AND PERFORMANCE IN RECRUITMENT PRACTICES

Beyond operational time savings, the deployment of Gojob talent has had a structuring impact on Verallia's internal practices. By relying on job descriptions to engage with candidates, the solution has encouraged teams to strengthen the quality and accuracy of their processes upstream.

Recruiters and hiring managers have refined their job postings, clarified expectations, formalized role requirements and aligned evaluation criteria. This evolution has improved the relevance of matching between candidates and business needs, while enhancing coordination between stakeholders involved in recruitment.

At the same time, the candidate experience has significantly improved: selection criteria are clearly communicated from the outset, and decisions - particularly in cases of mismatch with essential requirements - are provided more quickly and transparently.

"Beyond the time saved, AI has pushed us to strengthen key steps: clearly defining, together with managers and recruiters, the exact need, the scope of the role and the essential criteria. AI has not replaced our judgment; it has enhanced it and made it more rigorous." Katia de Saint Germain, Human Resources Director, Verallia Group

"The question is no longer whether artificial intelligence will transform recruitment; it already is. The real challenge lies in how companies use it. At Verallia, the deployment of Gojob's solution goes far beyond automation: AI acts as a catalyst. It highlights areas for improvement, pushes organizations to clarify expectations and helps structure more demanding practices." Benjamin Vallat, Deputy CEO, Gojob

TANGIBLE RESULTS AND INTERNATIONAL ROLLOUT

Since the launch of the pilot phase in France, the first results have confirmed the impact of the Gojob talent solution at Verallia: more than 3,000 conversations have already been conducted with candidates. AI automatically identifies profiles that do not meet job requirements - representing around 30% of applications - while leaving the final decision to recruiters.

Freed from time-consuming, low value-added tasks such as pre-screening, recruiters benefit from significant time savings and can focus on the most relevant candidates.

The employer brand has also been strengthened. Candidate response rates average 85%, with strong responsiveness from the first interactions and a satisfaction score of 4.6/5 following exchanges with the conversational agent.

About Gojob

Founded in 2015, Gojob is now a leading HR Tech company specialized in AI-powered recruitment. Its platform is built on proprietary technology, Aglae, designed to make the labour market more fluid and accessible. Gojob operates through two offerings: Gojob interim, a next-generation digital staffing platform connecting companies and candidates, and Gojob talent, a white-label SaaS solution enabling companies to recruit all types of profiles (permanent, fixed-term, internships, apprenticeships and training). A member of the French Tech Next40, certified B Corp, ESS and ISO 42001 for its ethical and responsible AI, the company has been recognized multiple times by the Financial Times and Les Échos. Since 2025, Persol, Japan's second-largest staffing company, has joined Gojob's capital to support its ambition to build a technology-driven, inclusive and sustainable employment model.

About Verallia

At Verallia, our purpose is to re-imagine glass for a sustainable future. We want to redefine how glass is produced, reused and recycled, to make it the world's most sustainable packaging material. We work together with our customers, suppliers and other partners across the value chain to develop new, beneficial and sustainable solutions for all.

With almost 11,000 employees and 35 glass production facilities in 12 countries, we are the European leader and world's third-largest producer of glass packaging for beverages and food products. We offer innovative, customised and environmentally friendly solutions to over 11,000 businesses worldwide. Verallia produced nearly 18 billion glass bottles and jars and recorded revenue of €3.3 billion in 2025.

Verallia's CSR strategy has been recognized with the Platinum Ecovadis medal, placing the Group in the Top 1% of companies assessed by Ecovadis. In September 2025, SBTi officially validates Verallia's long-term Net Zero 2040 target according to its Net-Zero Standard. By 2040, Verallia commits to reducing its CO₂ emissions from scopes 1 & 2 by 90% and offsetting the remaining 10% compared to 2019 base year. This target is aligned with the 1.5°C climate trajectory set by the Paris Agreement.

Verallia is listed on compartment A of the regulated market of Euronext Paris (Ticker: VRLA – ISIN: FR0013447729) and trades on the following indices: CAC SBT 1.5°, SBF 120, CAC Mid 60, CAC Mid & Small and CAC All-Tradable.

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