

At LuxePack NY, Baralan to Showcase Recent Glass Packaging Solutions Inspired by Industry Trends

Airless containers, jars, bottles & accessories reflect company's take on the beauty landscape and full-service approach.

Richmond Hill, NY (US headquarters) – **Baralan**, a consolidated player in primary packaging for the cosmetics and beauty industries, will be showcasing a wide array of products at **LuxePack New York, May 10-11, 2023, Booth #B01**. The selection of featured packaging solutions will focus on its airless glass containers, along with its newest jars, bottles, and accessories.

In addition to products, Baralan will be highlighting its full-service capabilities that allow the Group to support customers with the development of a concept and the creation of a product. This is possible thanks to its organization, international structure and strong integration of the value chain. The Group thus provides both decoration services such as varnishing, frosting, hot stamping and metallization to give clients packaging that speaks to the latest industry trends, and production facilities, mainly to boost the local production of accessories. Decoration and manufacturing sites within the Group allow the company to stay true to its **full-service approach**, being able to anticipate trends and trim lead times.

Inspiration for the development of each product is Baralan's **new-for-2023 Beautytude concept**, which expresses the company's take on current trends and style motifs – clean beauty and sustainability chief among them, as well as vibrant nail color and precise application for skincare.

At LuxePack New York, highlighted products will include:

- Baralan's **DEA Series**, short for Developing the Evolution of Airless, will be primary focus at this year's booth. The first airless system in which the filled product is directly in contact with its glass container, the DEA series represents a new philosophy of primary packaging in glass, using fewer components and significantly reducing the amount of overall materials, resulting in a lighter and more functional packaging. In addition, its airless nature helps better preserve the integrity of the product ingredients, is suitable for different usages and is extremely versatile in application.
- An array of standard **glass bottle ranges** will be showcased including the **Olivia Slim Series**, a line of cosmetic Boston Round glass bottles developed specifically for makeup, skincare and fragrance products. The line features three colored glass options: transparent, cobalt blue and amber, with the latter featuring up to 40% of PCR materials. In addition, the company will highlight its **Claudette Large Series**, a line of slim cylindrical bottles, all featuring the same neck finish, which allows for numerous combinations with a wide range of accessories and closures, as well as its **Penelope Series** and **Marina Series** that are ideal for nail sets, but also for skincare products.



- Developed to meet the market's request in terms of design and functionality, several **glass ranges** will be displayed including the recently launched **Lilibet Series**, an entirely new modern design which blends the charm of a circular shape with the strength of a square profile. In addition, Baralan will showcase a range of square-shaped glass jars that are new entries in its **Raquel Line**, and its **Maria Jars** developed primarily for ease of use with skincare products, which are made with premium glass and include a portion of post-industrial recycled (PIR) material, further minimizing waste to align with Baralan's focus on sustainability.

About Baralan

Since 1962, Baralan Group is a consolidated player in primary packaging for the cosmetics industry. The company creates, designs, engineers, manufactures, and customizes glass and plastic containers with related accessories for the beauty industry. The Group's motto, *Cosmetic Packaging Solutions*, emphasizes the company's support of its worldwide customer base with a global organization and a strong integration of the value chain. Baralan is committed to providing high quality products, largely available in stock and in various locations worldwide, to satisfy the ever-increasing needs for immediate and personalized packaging.

Baralan has its commercial headquarters in Italy along with four manufacturing facilities, including U.S. branches in New York, California, Florida, a decoration facility in New Jersey, and a Chinese branch in Shanghai. For 60 years, Baralan has been synonymous with quality and 360° customer service from the initial concept phase to research and development and in production, to quality control and logistics. Baralan thus positions itself in the market as a historical Italian company with a dynamic vision, and an international presence with widespread distribution of its products in more than 50 countries. The Group brings *Made in Italy* to the world, understood as a symbol of beauty, design and impeccable taste, combined with a high level of quality and service. For more information, visit www.baralan.com.

Baralan International S.p.A. | Global Headquarters

Via Niccolò Copernico 34, 20090 Trezzano sul Naviglio (MI), IT

Phone +39 02 4844961 - Fax +39 02 48402719

marketing@baralan.com | www.baralan.com

FOR MEDIA INQUIRIES EMEA - APAC - LATAM

CLARA GARCOVICH

Palazzo Serbelloni, Corso Venezia 16, 20121 Milano, (Italy) - Phone +39 02 76394997

ufficiostampa@claragarcovich.it | www.claragarcovich.it

FOR MEDIA INQUIRIES USA - CANADA

TURCHETTE AGENCY

9 Law Drive, Fairfield, NJ 07004 (USA) - Phone +1 973 227 8080 ext. 138

cbishop@turchette.com | www.turchette.com

