

BARALAN

Beauty in Packaging



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WHO WE ARE &
WHAT WE CREATE

Italian soul, global reach

Baralan's heart beats in Italy, but its soul travels far, embracing the world with a strong and strategic presence. Its headquarters in Trezzano sul Naviglio (Milan) are not only the heart of the parent company, but a true laboratory of ideas, where innovation and tradition merge to create iconic packaging. Here, creativity comes to life, with meticulous design and continuous research of materials and aesthetics. But Baralan's reach extends overseas: in the United States, with operational offices in New York, Los Angeles, and Miami, ensuring a direct connection

to the North American market, responding quickly and efficiently to the needs of a constantly evolving industry. In China, in Shanghai, another strategic hub allows dialogue with the Chinese market, bringing the excellence of Made In Italy to every corner of the world. Three continents, a single vision: to create packaging that is more than mere containers, but true objects of desire, combining aesthetics, functionality, and quality. Because beauty knows no boundaries, and Baralan brings it everywhere with its unmistakable style.

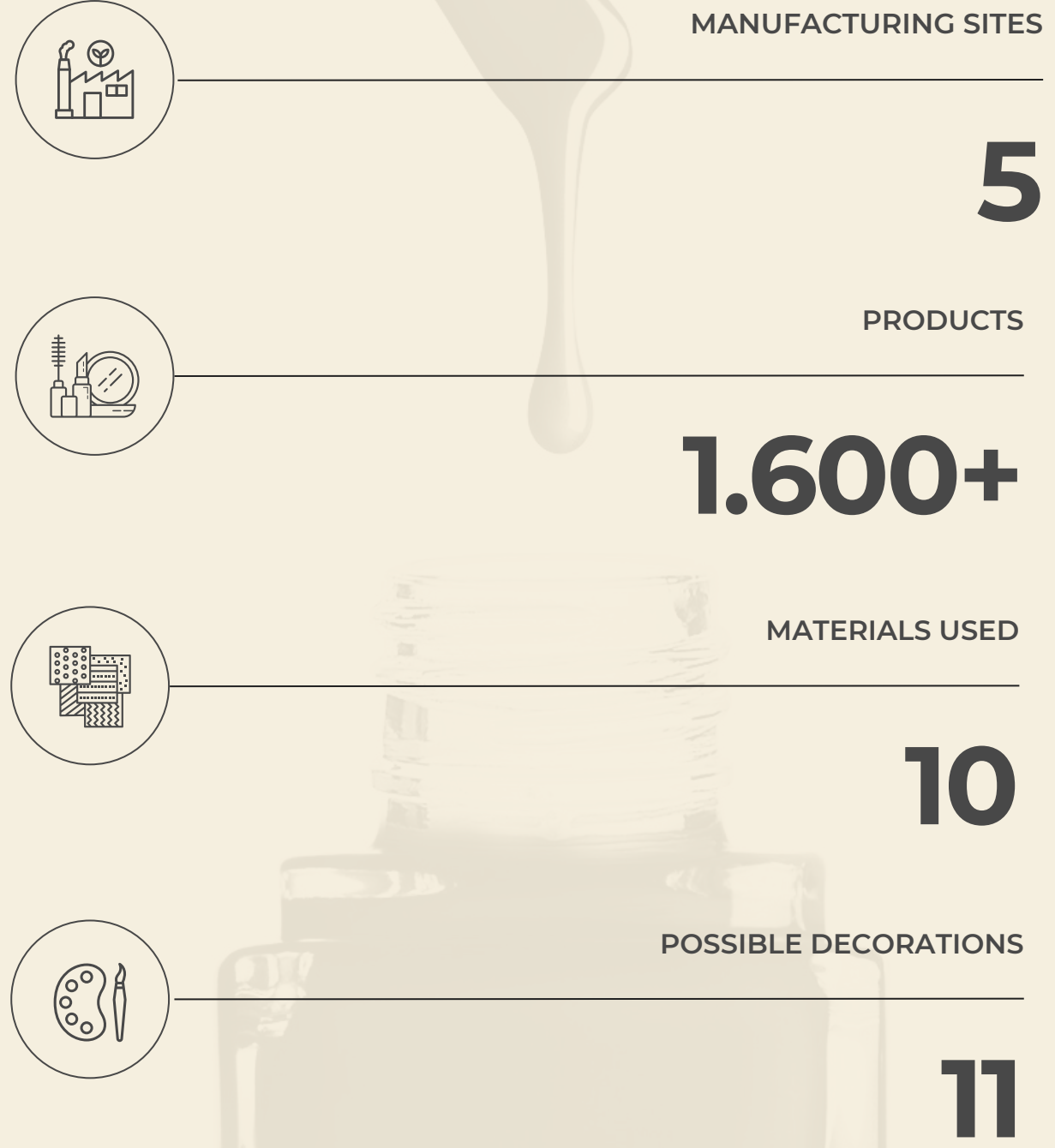


Where packaging meets excellence



Baralan was founded in 1962 from a dream: to give shape to beauty through cosmetic packaging while carefully protecting it. Every product is more than just a container but a guardian of emotions, a tailored-made dress for perfumes, creams, and make up. With passion and creativity, the company designs and creates glass and plastic packaging, combining refined design and impeccable quality. Rooted in the heart of Made In Italy, it has conquered the world with its elegance, distributing its products in over 60 countries. Innovation is its essence: each creation is born from the encounter between tradition and modernity, with particular attention to sustainability.

Baralan invests in the beauty of the future by creating new products every year without ever sacrificing style and quality. Every detail is designed to protect and enhance beauty, because a perfume without its bottle is just a scent in the air, and a cream without its jar is just an unfulfilled promise. Baralan makes beauty eternal, today and for the future, thanks to tireless research and development. Each product is a perfect fusion of aesthetics and functionality, a tribute to creativity and craftsmanship that accompanies daily gestures transforming them into unique moments.



Solid network, trusted partnerships

The soul is Italian, but the vision is global: Baralan is a group that operates in over 60 countries, offering solutions that reflect the quality, design, and precision that are part of its industrial DNA. With production sites strategically located around the world, but coordinated centrally through a unified supply chain and a dedicated quality control team at headquarters, Baralan guarantees the same high quality standards regardless of the production location, providing flexible and highly efficient service, thus promptly responding to the needs of the global market. The group's strength

lies in the perfect fusion between the industrial soul and the attention to detail typical of Made In Italy. A distinctive element is also the in-house creation and design of its own intellectual property products, ensuring rigorous quality control and a high level of personalization. Each site is designed to be a central node in a global network, ensuring optimized logistics and scalable production, always ready to meet the needs of customers requests all over the world. Beauty has no boundaries, and neither does the passion for create it.

Design from craftsmanship for an eternal quality

Baralan is the authentic expression of Italian style in the world, a perfect balance between quality, design, and craftsmanship. Each product tells a story made of passion and sophistication, because for Baralan, creating packaging is a form of art, embodying the timeless elegance that distinguishes Made In Italy. Innovation is the beating heart of the company: every project is born from the fusion of advanced research and tradition, with a constant commitment to sustainability. The use of biopolymers, recyclable and eco-friendly materials, represents the key to a more responsible future, without ever sacrificing quality and aesthetics. Essential lines, refined details, and practical solutions come together to offer quality and beauty.

Baralan dresses cosmetics with care and passion, transforming packaging into an element that not only protects, but also tells and enhances each formula. With solid roots and an eye to the future, Baralan combines innovation, craftsmanship, and an international vision to create packaging that is far more than mere containers but the first touch of elegance, the promise of a unique experience. From pure transparent glass to iconic accessories, each shape is designed to enhance the preciousness of the formulas it contains.

Baralan's mission is to transform every packaging into a perfect encounter between design and functionality, where aesthetics and practicality blend to create a product that is much more than simple packaging: it is a symbol of eternal beauty.

Beauty ready-to-go



In a fast-paced world, beauty cannot wait. Baralan knows this and has built an extended operations system that ensures immediate availability and rapid deliveries anywhere in the world. With a large stock of ready-to-order products, customers can count on just-in-time solutions without compromising on quality or personalization. Strategically located warehouses in Italy, the United States, and China ensure a continuous and efficient flow, reducing lead times and optimizing shipments. Every order is managed with utmost care because every bottle and every component must reach the right hands at the right time. Baralan's attention to service and logistics

translates into a constant commitment to maximum quality and customer satisfaction. The Quality Control department, located in the headquarters guarantees high standards through rigorous processes and ISO 9001 certification, ensuring efficiency and reliability at every stage. But there's more: Baralan invests in sustainable logistics, reducing waste, optimizing transportation, and minimizing environmental impact. Because excellence is not only in creating extraordinary products but also in making sure they reach their destination with the same care with which they were conceived and made.



OUR EDGE
& FOOTPRINT

Passion and innovation to protect beauty

Beauty does not exist without creativity. Baralan plays with shapes, colors, and materials, exploring unique solutions that transform every packaging into a sensory experience. And all of this is done with integrity because behind every creation there is an authentic commitment, a solid ethic, and a promise of transparency and reliability. Finally, innovation: the engine that drives Baralan to always look ahead, to reinvent itself, to find new ways to make each packaging more functional, more elegant, more special. Beauty is not just what you see, but what you feel, what lasts over time.

Baralan preserves it with passion, transforming each packaging into a small masterpiece. Quality is the starting point: every product is crafted with meticulous attention to the smallest details, because only excellence can enhance its true essence. Beauty must also respect the world around it. This is why sustainability is a pillar of Baralan's philosophy: eco-friendly, recyclable materials and innovative solutions give life to packaging that protects not only the formulas they contain, but also the planet. Because beauty is an an in costant evolution, and Baralan celebrates it every day.





Timeless heritage and limitless elegance

History is made of passion and innovation, of deep roots and a boundless vision. Baralan was born from the elegance of Made In Italy, where design becomes art and quality transforms into experience. For over 60 years, it has been creating packaging that protects beauty with the same care of a precious jewel. Each product is the result of continuous research between harmonious shapes and advanced functionality, combining traditional Italian craftsmanship with the most modern technologies.

Baralan's commitment is to create solutions in which aesthetics meets performance, offering more than just packaging, but authentic expressions of style. Innovation is the promise for the future: the company invests in sustainable materials, smart solutions, and cutting-edge processes to redefine the concept of responsible beauty. Because it believes that packaging must be conscious and that every detail tells a story of excellence, vision, and love for the future.

Iconic identities, impeccable style

Every brand has a story to tell, and packaging is its most immediate language, the first encounter between the product and the world. Baralan transforms this connection into pure emotion, offering tailor-made solutions capable of dressing each creation with elegance and personality. The sophisticated finishes, the 3D decorations, and the endless possibilities for personalization make each bottle a work of art, perfectly aligned with the brand's identity. Baralan believes that beauty lies in every last

detail and this is why it combines research, creativity, and innovation to create exclusive packaging, which not only protects but enhances the formula. The ultimate goal is to create iconic objects, recognizable at first glance, capable of communicating quality and authenticity. Baralan is not just a creator of packaging, but a partner who interprets dreams and transforms them into tangible reality. The credo that guides every step is captured in a simple but powerful phrase: "Building bridges between dreams and reality."



New horizons for improvement

Innovation is an endless journey, and Baralan is always one step ahead. Its Innovation Hub, located at the Italian headquarters, is a laboratory of ideas, a place where technology, creativity, and sustainability meet to anticipate trends and shape the materials of tomorrow. Here, new solutions are studied for lighter, more functional, more sustainable packaging, without ever sacrificing elegance. Glass evolves, becoming increasingly thinner and more resistant. Biopolymers pave the way for innovative alternatives to traditional plastic. Finishes are transformed into sensory

experiences, with embossed textures and eye-catching innovative colors. But innovation goes beyond materials: it is also in product modularity, in the possibility of refilling or reusing, in the solutions that reduce waste without compromising quality. Each project is a bet on the future, an anticipation of the needs of a changing market that demands always more. Baralan does not follow trends: it creates them. Because the packaging of tomorrow begins today, driven by research, vision, and the desire to make the world more beautiful and more sustainable.

Digital revolution, invisible connections

The world of beauty is constantly evolving, and Baralan faces it with a clear vision: innovation, technology, and digitization are at the heart of change. The company invests in advanced processes, integrating automation and Artificial Intelligence to make production more efficient, precise, and sustainable. Artificial Intelligence accelerates the development of new products, analyzing trends and preferences to offer customized solutions, while digital systems optimize every phase, reducing waste and improving quality. But innovation goes beyond production: it is also in business processes and communication.

Digitization transforms the customer experience through interactive tools such as 3D configurators and augmented reality, allowing real-time packaging customization, anywhere in the world. Baralan leverages social media as a dynamic showcase to tell its story of excellence, sustainability, and creativity, fostering a direct dialogue with customers and consumers. Technology and beauty merge in a perfect balance, where innovation is not just a means, but a value that guides every choice. Baralan is shaping the future, placing digitalization as a bridge between the brand and those who choose it.



FUTURE — FOCUSED
VISION


Commitment today for a better tomorrow

True beauty is one that respects the world we live in. For this reason, sustainability is at the heart of Baralan's vision, a principle that guides every choice and innovation. The company's mission is to redefine the concept of beauty in packaging, transforming it into a conscious and responsible experience. Sustainability is not a trend, but a concrete commitment: to innovate in order to offer solutions that are beautiful inside and out, capable of combining excellence to respect for the planet. Because the future of beauty must be better, and it is a future that Baralan wants to build with style, passion, and care. In 2024, Baralan published its first ESG report, a document that demonstrates its

commitment to sustainability and social responsibility, outlining the progress made and future goals. The company is committed to reducing its environmental impact by using alternative materials, all designed to be easily reused and/or recycled. Each product is the result of careful research on eco-design, which aims to minimize waste, optimize resources, and reduce energy consumption, without ever compromising aesthetics and functionality. Baralan is convinced that innovation can go hand in hand with sustainability, creating solutions that are beautiful, efficient, and environmentally responsible.



Endless possibilities, optimization at the core



Authentic beauty is one that never runs out, one that knows how to reinvent itself without ever losing its shine. This is the philosophy behind Baralan's use of sustainable materials. Recycled materials, with their ability to be infinitely renewed, are at the heart of a packaging that combines aesthetics and responsibility. Each product tells a story of sustainability, where quality is not synonymous of waste but of awareness. In addition to recycled materials, Baralan also explores alternative materials, such as biopolymers, materials derived from renewable sources and organic scraps, designed to offer the same performance as traditional plastic, but with a drastically reduced environmental impact.

The choice of non-carbon black and mono-material packaging represents, instead, a further step towards optimizing recycling and reducing the complexity of waste management. A design studied to last over time, eliminating the superfluous and enhancing the essential. Baralan also promotes reuse, giving new gestures and functions to products, such as the Premium Re-Charge System or the inner cups for glass jars, to prevent a beauty product from leaving behind only a legacy of waste, but also of emotions. With these materials, Baralan is rewriting the rules of packaging, creating solutions that speak the language of nature and timeless beauty.

Less waste, more efficiency

There is an extraordinary art in creating more by using less, and this is where eco-design comes into play, a philosophy that Baralan has transformed into concrete action. At the center of this vision are Life Cycle Assessment (LCA) analyses and circular economy, fundamental tools for evaluating and reducing the environmental impact of each packaging throughout its life cycle. Every production phase is analyzed to be optimized according to the 3R principle: reduce, reuse, recycle. The reduction of waste and environmental footprint starts with the careful selection of materials: from biopolymers, to glass and recyclable polymers and/or regenerative plastics, designed to guarantee a lower impact without compromising

aesthetics and functionality. More efficient production processes also mean less energy and water consumption, while lighter packaging also reduces emissions related to transportation. But sustainability does not stop there: circularity is the ultimate goal. Baralan designs solutions intended to be recycled, reused, or reintegrated into new production cycles, avoiding waste and extending the useful life of materials. Every choice is driven by a concrete ESG commitment, which goes beyond the simple reduction of environmental impact: true quality is a world in which beauty and sustainability coexist harmoniously, without compromise.



People first, responsibility everywhere

Sustainability is not just a matter of materials and processes: it is above all about people. Baralan understands this well and has made social responsibility a fundamental pillar of its vision. A company does not truly grow unless the people who are part of it do so too. For this reason, Baralan's commitment goes beyond sustainable packaging: it invests in continuous training, offering development programs to enhance skills, raise awareness on sustainability, and promote an inclusive and ethical corporate culture. The company guarantees a transparent and responsible management system, including a Group Code of Ethics, which defines clear principles of integrity, respect, and fairness.

Baralan promotes fair working conditions, protects human rights, and supports diversity and inclusion in every area. Respect for workers, gender equality, and the creation of an ethical and safe environment are not mere statements, but concrete goals. Baralan believes in collective growth, in a future in which success is not just measured by profits but by the positive impact that is generated. Because true beauty is also ethical: it is an economy that respects people, an industry that cares of the environment and society. Sustainable packaging is just the beginning of a bigger revolution, one that starts from the heart and reaches far.

Looking towards a more sustainable future

There is something extraordinary about the art of simplifying, in the ability to create more using less. This magic is what permeates Baralan's ESG commitment, a philosophy that is not just limited to being a distant ideal, but that is transformed into concrete, tangible actions, paving the way for a new era. For Baralan, the ESG Report represents an integrated approach, a path in which sustainability is not just an objective, but an invisible thread that runs through every aspect of its activities and operations, making it a founding and non-negotiable value. Baralan is taking a strong and bold step to address the most urgent and decisive challenges of our time. Climate change, responsible sourcing, sustainable packaging, and respect for human

rights are not just topics covered in a document, but become the very essence of a company that looks to the future with the desire to transform it. Baralan wants to leave a positive mark, a sign that is not just an improvement but a revolution, a testimony of a new way of doing business. A way that does not limit itself to consuming resources, but that creates value in all its forms, combining innovation and responsibility, quality and sustainability. The true purpose is to build a future where growth is synonymous to harmony between progress and respect for the environment. Because true beauty is a world where quality and sustainability can coexist without compromise.





BEAUTY
PORTFOLIO

Make up, magic in every gesture

Make up is transformation, freedom, art. Every color, every texture tells a story, and packaging must be the perfect frame. Baralan was born here, with primary packaging for nail polish, and has continued to evolve over time, offering versatile and intelligent solutions designed to adapt to different formulations with maximum elegance and practicality. Today it conquers the make up segment, from creamy lipsticks to fluid foundations, from compact powders to shiny glosses, each product finds its ideal space in refined and functional packaging.

Each product is the result of engineering and design, created to be iconic, practical, irresistible. Because make up is not just beauty, but a way of expressing oneself, reinventing oneself every day. With Baralan, packaging becomes a valuable ally, capable of enhancing every gesture and making quality a natural and desirable choice. The elegant finishes, sophisticated accessories, and versatile sets, combinable in infinite configurations, add a touch of personalization and style, making each product even more unique and special.

Skincare, a touch of care

For Baralan, skincare packaging is an icon of elegance, a promise of quality, and the first step in a ritual that pampers the skin and senses. Each product combines design and functionality, ensuring precise dosing and protecting the most delicate formulas, while pure and refined glass is the absolute protagonist: resistant, elegant, and infinitely recyclable. Baralan transforms every detail into a sophisticated experience, with an essential design that blends with practicality, perfect to be displayed and used over time. Each creation is made with the precision of high-end Italian craftsmanship, for a conscious skincare experience. DEA and the Premium Re-Charge System fit into this philosophy of elegance and

innovation. DEA (Developing the Evolution of Airless) is a new series of airless glass packaging which stands out for the absence of an internal plastic container, ensuring that the product is in direct contact with the glass. This innovative solution, unique on the market, offers high personalization possibilities and optimizes waste. The Premium Re-Charge System, a rechargeable dispenser system, with a refined and innovative design, compatible with both airless and traditional systems, is easy to use and is an alternative that allows to reduce the use of single-use plastic, providing an elegant and functional solution that promotes reuse.



Perfume, essence of dreams

A perfume is not just a fragrance: it is a memory, a journey, an emotion that is revealed drop by drop. And its bottle is the first encounter, the prelude to a sensory experience. Baralan reinvents perfumery packaging with iconic bottle designs, designed to enhance each essence with elegance and character. Sinuous lines, sophisticated details, precious glass manufactured with artisanal precision: each bottle is a collectible item, designed to be touched, admired, desired. The refined and functional accessories guarantee perfect

preservation of the fragrance. But there's more: customization is at the heart of every creation. Baralan offers infinite shapes and combinations, allowing each customer to create a unique packaging that perfectly reflects their identity and vision. Each bottle is a bridge between past and future, between tradition and innovation, between aesthetics and responsibility. Because a perfume is not just an accessory: it is an identity, a dream, a story enclosed in a bottle that amplifies its magic and makes it eternal.

Personalization, the art in the details

In the world of beauty, every detail tells a story. Packaging is not just a container; it is the first point of contact between the brand and those who choose it. Baralan takes personalization to a new level with exclusive decorations and fine finishes that transform every package into a work of art. Revolutionary 3D printing opens up endless creative possibilities: sophisticated reliefs, tactile textures, unique effects that make each product unmistakable. Glass and plastic become canvases on which to paint identities, with silkscreening, hot stamping, varnishing, and engraving that enhance every detail. Personalization is not just aesthetic, but also functional: custom reliefs, ergonomic shapes, innovative solutions that improve the user experience.

Each personalization is designed to offer not only a refined aesthetic, but also practicality and comfort. Decorations are another distinctive element: water-based paints, printing with infinite colors and other innovative treatments, including UV, not only enrich the surface of the packaging but also respond to a logic of improvement and efficiency. With the group's in-house decoration facilities and through external partners, Baralan is able to provide complete sets of packaging personalized down to the last detail. Each packaging signed by Baralan thus becomes a multisensory experience, a symbol of quality, originality and sustainability. Because in beauty, beauty is not enough: you need to be unique, recognizable, unforgettable.



REFERENCES

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ITALY

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Plastic Injection Moulding
Cassinetta di Lugagnano (MI)

Orella S.r.l. (●)
Silkscreening and Hot Stamping
Ozzero (MI)

Gloss Tech S.r.l. (●)
Varnishing
Trezzano S/N (MI)

Bianchi Mario S.r.l. (●)
Glass Frosting
Albairate (MI)

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USS LLC (●)
Glass Decorations
Newark (NJ)

COMMERCIAL OFFICES (●)

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