

BARALAN

Beauty in Packaging:
Baralan Group celebrates the art of creativity
combining industrial efficiency with the excellence of Italian craftsmanship
while always looking towards a more sustainable future

Baralan, a leading company in primary packaging for the cosmetics and beauty industry, is enhancing its identity by merging artisanal tradition with innovative creativity and a strong commitment to sustainability. In preparation for Cosmoprof Worldwide Bologna 2025 (Cosmopack section – Hall 18, Booth D32-E13), Baralan will present its first ESG Report. This strategic document outlines the company's environmental, social, and governance strategies and objectives, reinforcing its dedication to responsible industrial production and Italian excellence.

Where Packaging Meets Excellence. Baralan's history is the foundation of the company's identity. Faithful to its values and artisanal excellence, Baralan has consolidated a tradition of quality and attention to detail, essential elements that have always characterized each product. A heritage that bears over 60 years of experience and dedication, elements that translate into a 360° service and in cosmetic packaging solutions designed to ensure a unique and exclusive customer experience. Baralan's commitment to exceeding traditional standards is expressed through proposals that are always innovative and *out-of-the-box*. Rooted in the heart of Made in Italy, it has conquered the world with its elegance. The new proposals for 2025 are the result of an approach that integrates craftsmanship and innovative design, responding to the needs of a constantly evolving market.

Passion and Innovation to Preserve Beauty. 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 refinement, because for Baralan creating packaging is a form of art. Creativity and Design are manifested in the iconic shapes and in the decorations and customizations of the products, and are realized with the use of advanced and innovative technologies such as 3D printing, which revolutionizes design and mass production. Baralan thus presents itself as the exclusive partner of the 2025 edition of Cosmoprof Worldwide Bologna, with the perfect combination of innovative technologies and industrial excellence, thanks to an exclusive customized packaging with the revolutionary three-dimensional decoration. Baralan therefore makes beauty eternal, today and for the future, thanks to continuous research and development. Every product represents a perfect fusion of aesthetics and functionality, a hymn to creativity and craftsmanship that accompanies everyday gestures, transforming them into iconic moments. A visionary and avant-garde approach that reflects the ability of a historical company to enhance the uniqueness of each individual product and brand, fully aligning with Baralan's vision of a new future in which packaging increasingly becomes a point of reference for the beauty experience.

Today's Commitment for a Better Tomorrow. Baralan's first ESG Report marks the beginning of an integrated approach, a journey 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. With a presence in over 60 countries, including key markets in Europe and the United States, Baralan places key topics such as climate change, responsible sourcing, sustainable packaging and human rights at the core of its agenda. Its goal is much more ambitious: it wants to leave a positive mark, a sign that is not just an improvement, but a revolution, a testimony to a new way of doing business. A way that does not limit itself to consuming resources, but creates value in all its forms, combining innovation and responsibility, quality and



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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 in which quality and sustainability can coexist without compromise. Every choice is driven by a concrete ESG commitment that goes beyond simply reducing environmental impact: true quality is a world in which beauty and sustainability coexist in perfect harmony, without compromise. Baralan is convinced that innovation can go hand in hand with sustainability, creating solutions that are beautiful, efficient and environmentally responsible. Because the packaging of tomorrow begins today, between research, vision and the desire to make the world more beautiful and more sustainable. The belief that guides every step is contained in a simple yet powerful phrase: “Building bridges between dreams and reality.”

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 MEDIA INQUIRIES WORLDWIDE

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