

Baralan Group Receives Recognition for Italian Excellence

First primary packaging player in the cosmetics sector to obtain the ItalyX certification and visibility service by Il Sole 24 ORE, promoted by Confindustria

Baralan Group, a leading international company in primary packaging for the cosmetics industry, has become the first player in the cosmetic primary packaging sector to successfully complete the certification and visibility process of Il Sole 24 ORE ItalyX initiative, promoted by Confindustria in collaboration with Bureau Veritas. This initiative aims to enhance the excellence of Italian companies that invest in their territory, their people, and in a manufacturing tradition deeply rooted in Italian craftsmanship and quality.

A third-generation business with more than 60 years of experience in cosmetic primary packaging, Baralan Group has reached an important milestone, underscoring the solidity of its industrial model and its full alignment with the founding values and standards established by the ItalyX Certification.

While the heart of Baralan beats in Italy, its vision embraces the world through a solid and strategic international presence. At the core of the Group philosophy lies the creation of products that support the national supply chain, enhancing both creativity and manufacturing. The Italian production sites are not only the company's beating heart but also true laboratories of ideas, where innovation and tradition converge to create iconic packaging solutions.

The ItalyX Certification is therefore an additional quality and authenticity seal for an entrepreneurial journey that brings the best of Italian manufacturing to the world, combining design, innovation, and sustainability. The recognition also highlights the Group's strength as an integrated industrial player, capable of overseeing the entire value chain – from design to engineering, manufacturing to customization – transforming Italian creativity into tangible, innovative, and globally recognizable solutions. Investing in Italian heritage – including people, processes, and firm – has always been central to Baralan's strategy. This achievement further strengthens the company commitment to investing in the country social and economic ecosystem with people, production process growth, and sustainable development as shared values.

"This certification reinforces our role as ambassadors of Italian creativity and quality worldwide, delivering excellence with passion and care. We invest in the beauty of the future as a tribute to creativity and craftsmanship." states Caroline Baranes, Chief Business Officer of Baralan.

The certification process was carried out with the support of Bureau Veritas, a global leader in conformity assessment and certification, as part of the initiative launched by *Il Sole 24 ORE* to promote Italian excellence as a driver of competitiveness in global markets. With this milestone, Baralan Group once again confirms its leadership and pioneering role, committed every day to exporting the value of Italian identity worldwide.

Recent product innovations further confirm Baralan distinctive technical and elegant approach: new 3D decorations, the extension of the DEA glass airless line, and the introduction of a spray pump compatible with non-alcoholic and fragrance-free formulas. Baralan sustainability commitment is also reflected in its development of refillable and modular solutions such as recharge cases, airtight inner cups for glass jars, and sifters for loose powders. These offerings are designed to reduce waste, promote reuse, and meet the

BARALAN

needs of an increasingly circular beauty industry. Glass, a material emblematic of the company's quality and DNA, continues to play a central role in the make-up segment as well, with mini-size bottles, sensorial roll-ons, and precision applicators. Each element is conceived, designed, and tested in Italy, within an industrial ecosystem where craftsmanship merges with advanced research to deliver customizable, sustainable, and distinctive solutions.

Rooted in the heart of Lombardy, with its headquarters in Trezzano sul Naviglio (Milan) and an international network active in over 60 countries, Baralan is recognized as an authentic expression of Italian style worldwide. Refined design, attention to detail, and direct control over production processes translate into packaging capable of telling stories, enhancing formulas, and creating value.

Today, Baralan is a Group with more than 1.600 active products, 300 employees, and over 1.100 clients worldwide. It represents an integrated system that connects innovation, sustainability, and global vision, delivering authentic, functional, and conscious beauty every day. With a concrete and transparent ESG approach, the company also published its first Sustainability Report in 2024, further strengthening its commitment to a future where excellence and environmental responsibility coexist harmoniously.

With the ItalyX Certification, Baralan Group reinforces its role as an ambassador of Italian identity in the beauty world: an identity shaped by elegance, authenticity, and dedication, looking toward the future with passion and determination.

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

CLARA GARCOVICH PR & COMMUNICATION

Via Francesco Guicciardini 5, 20129 Milano (Italy) - Ph. +39 02 76394997
ufficiostampa@claragarcovich.it | www.claragarcovich.it

