

# BARALAN

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**Unveiling the latest evolution of Baralan's original airless in glass. Welcome to the future of primary packaging.**

Invisible piston and personalizable disc to enhance performance and elegance: Baralan redefines airless in glass.

**Baralan**, a leading company in primary packaging for the cosmetics industry, **unveils the new evolution of its pioneering airless in glass.**

Four years after its first launch, **DEA — Developing the Evolution of Airless** — remains a benchmark in cosmetic packaging as the **first airless piston system in glass without an internal plastic container, where the formula is directly in contact with the glass container.** Today, Baralan proudly announces a major upgrade to this pioneering series.

At the heart of this evolution is the **new invisible piston**, which ensures perfect functionality while remaining completely hidden from the outside. The result: a design of unmatched purity, where only the product itself is visible through the glass. As the product is dispensed the piston delicately and gently rises with the glass remaining clean and the perception of the consumer during usage is a visible clarity of product consumption avoiding to see the original plastic piston.

This innovation not only enhances the elegance of the packaging but also allows to a new upgraded feature: brand personalization at the bottom of the piston, only available with this new invisible piston. This will offer new opportunities for brands to **enrich the aesthetics with custom logos or designs positioned beneath the piston**, ensuring a unique opportunity to strengthen brand identity while preserving technical performance and enhancing an elegant style.

## **Technical Features – DEA Invisible Piston**

- **Capacity available:** 15 ml, 30 ml, 50 ml
- **Configuration:** available with 3 different styles of cream pumps and a new spray pump
- **Airless system:** invisible piston ensuring optimal dispensing and highest restitution rate
- **Design features:** only available in cylindrical shape, piston fully hidden as formula is dispensed
- **Customization:** optional custom disc with brand logo (colored or metallized)

This upgrade responds to the growing demand for **high-performing glass airless systems**, particularly for natural and prestige formulations requiring optimal protection, safety, and a premium presentation. Baralan once again proves its commitment in investing in the future of primary packaging, positioning its new product developments at the forefront of aesthetics, innovation, and sustainability for the cosmetics industry.

With over 60 years of expertise, an Italian soul and a global reach in the beauty industry, the company continues to set high-standards in creativity, innovation and sustainability. The upgraded airless in glass confirms Baralan's role as a reference point in the development of cutting-edge packaging solutions, combining technical performance with timeless elegance and contemporary design.

In the beauty industry, primary packaging plays a crucial role: it protects delicate formulas, enhances their value, and becomes the first touchpoint between brand and consumer. Today, consumers demand



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solutions that combine aesthetics, functionality, and sustainability — packaging that ensures product safety while delivering an elevated visual and emotional experience.

With this spirit, Baralan continues to lead the evolution of beauty packaging, transforming glass into innovation and packaging into pure emotion — a vision where creativity becomes the true driver of progress.

## **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.

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