

Baralan presents its first ESG Report

Baralan marks the start of the year with the launch of its first ESG report, while preparing for the key events of the year. By staying true to its values and embracing innovation, it continues to lead the way toward a more sustainable future for the beauty packaging industry.

Baralan, a leading company in primary packaging for the cosmetics and beauty industry, presents its first ESG 2024 Report, formalizing its actions, strategies, goals and progress on environmental, social and governance impacts.

Overall Commitments

In an ever-changing environment, Baralan's efforts in packaging sustainability are integral to its broader sustainability agenda, which encompasses vital issues such as climate change, sustainable sourcing, packaging and human rights. With global customers in the beauty industry in more than 70 countries, with Europe and United States as its main markets, Baralan announces a vision and strategy to validate its commitment with a guiding framework for continuous improvement. Through collaborative efforts and unwavering dedication, it is setting new milestones and new benchmarks for sustainability excellence.

Baralan aims to inspire change, drive progress, and build a brighter future for generations to come. The company, which has been innovating for over 60 years, is committed to optimizing its packaging portfolio through strict environmental criteria, following a comprehensive approach to improving recyclability, promoting reusability, reducing packaging weight and incorporating higher levels of recycled content. Moreover, it is committed to driving recycling performance across its operations, by leveraging in technology and research, investing to contribute to a more sustainable future. Lastly, it is focusing on fostering a culture of responsibility and accountability throughout the supply chain, aiming to promote more consciousness and to raise awareness creating a more robust infrastructure that reduces carbon emissions through concrete actions.

Holistic Sustainability Framework and Optimizing Packaging Portfolio

Baralan's corporate strategy, is inspired by the current legislations and principles that guide the company in promoting policies and practices that ensure decent working conditions, gender equality, social protection and inclusion. The Company commits to link business continuity with the idea of a more sustainable future, going beyond simple compliance with the law, but enriching management choices with purpose and a broader perspective.

Baralan also adopts a circular economy model to reduce its environmental impact by designing recyclable, reusable and sustainable products and decreasing consumption of virgin raw materials. The Company takes a comprehensive approach based on strict environmental criteria, ranging from improving recyclability to promoting reusability, from reducing packaging weight to incorporating higher levels of recycled content. It understands that the quality of its products begins at the very foundation of its operations and the supply chain plays a key role. That's why sustainable sourcing practices are at the core of its sustainability agenda, by prioritizing packaging portfolio and sustainable sourcing.



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The company currently measures GHG emissions in Scope 1 and 2 and is preparing Scope 3 (supply chain) GHG emissions measurements for the current year. An ongoing commitment to increase internal awareness and engagement on sustainability issues through targeted communication, promoting training programs and employer branding activities. Baralan reaffirms its long-term commitment to sustainable and responsible growth by integrating ethical and environmental considerations into all its business operations. The company is committed to maintaining the highest standards of quality and compliance, being certified by Ecovadis, ISO and Sedex, in 2025 it is working to on the SA8000 certification.

Baralan has chosen to build this report with the help of re/sources, the beauty sustainability consultancy, *"Reporting ESG commitment will become a standard in the beauty industry. Companies like Baralan are not only demonstrating their efforts to improve their product portfolio but also their work in the entire sourcing and supply chain. Sustainability is about improving beauty products for the environment while taking a higher perspective on building a more meaningful future for our industry."* Eva Lagarde, founder of re/sources and co-writer of this report.

Baralan looks to the future with the aim of creating value for shareholders, the environment, employees, customers and the community. Sustainability permeates every aspect of operations, recognizing the urgency of addressing climate change and working to reduce emissions globally. The Company looks to the future of the cosmetics world, designing and implementing a strategy based on the value of integrity understood as a key and essential principle both for the reliability and quality of its packaging and its processes, for an ethical orientation in respect of the environment, along with the care of the people and the community itself.

About Baralan

Since 1962, the Baralan Group has been recognized as a reference point in the field of primary packaging for cosmetics. Baralan develops, manufactures, and customizes glass and plastic containers, along with related accessories, for cosmetic and perfumery products. The Group's motto, *Cosmetic Packaging Solutions*, underscores the company's support for international customers with a global organization and strong value chain integration. Baralan is committed to offering high-quality products in large quantities worldwide, to meet the growing demand for real-time customized packaging. Baralan's commercial headquarters with four production facilities are located in Italy, with offices in the United States in New York, California, Florida, a decoration company in New Jersey, and another branch in Shanghai, China. For 60 years, Baralan has been synonymous with 360° quality and customer service: from the concept phase through research and development, to production, quality control, and logistics. Baralan is recognized as a well-established Italian company with a dynamic vision, international presence, and widespread distribution. The Group brings Italian excellence to the world, symbolizing beauty, design, and impeccable taste combined with an excellent level of quality and service.

About re/sources

Founded by Eva Lagarde, **re/sources** is a news and intelligence platform dedicated to sustainability & beauty. re/sources support the transformation of the beauty industry for a greener future. It helps beauty brands master sustainability, find clarity, make informed decisions, keep the costs at bay, build stronger brand portfolio, and make better marketing claims while avoiding greenwashing. **re/sources** content focuses on regulations, packaging innovations, ingredients news, market trends and future forecast. **re/sources** content



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and services a realised through a network of experts in design, packaging engineering, materials, ingredients & biology, formulation & chemistry, regulations, marketing strategy and marketing claims dedicated most exclusively to the beauty industry.

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