

## Baralan Announces Sustainability-Minded Versions of Standard Packaging

*Expanded portfolio using new ecological materials offers eco-friendly alternatives to traditional plastic components.*

**Baralan**, a consolidated player in primary packaging for the cosmetics and beauty industries, is expanding its sustainable packaging options to include the use of ecological materials. Covering a broad range of standard products usually produced in plastic material, the expanded component options significantly increase Baralan's sustainability-minded packaging portfolio for the beauty and personal care market.

Baralan's core business has historically utilized glass, which is universally considered to be eco-friendly because of its recyclability. To accompany glass with the necessary accessories, Baralan remains committed to selecting new materials that have a lower environmental impact and can serve as acceptable alternatives to traditional plastic components. These new product versions – manufactured with ecological materials – will become a new collection of products available to customers, adding to the company's existing suite of eco-friendly products.

With this new collection, Baralan is prioritizing the importance of waste optimization by promoting upcycling through use of organic scraps, such as coffee peel and rice. These organic scrap materials will be mixed with virgin plastic, reducing the overall plastic resin content to create a more sustainable solution suitable for manufacturing a wide range of closures in Baralan's standard collection.

Items in this collection can also be made with varying percentages of PCR plastic – from 30% to 100% – providing tiered opportunities for upcycling. The varying PCR levels allow brands to maintain their desired level of packaging aesthetics, while also achieving their sustainability goals and meeting increased consumer demand for sustainable products.

Additionally, bio-based materials – produced with a biopolymer derived from renewable resources and natural materials not linked to the food chain – can be utilized to ensure full recyclability.

Another feature of this new collection is the ability to produce black items without using carbon black, which is notoriously challenging to recycle, because the new masterbatch will not be obtained through combustion.

These new products will not only comply with mandatory regulations while still meeting high-quality standards, but they will also guarantee effectiveness in protecting the product formula and practical functionality.

“This launch is an exciting one for Baralan and has served as an opportunity for us to examine, as a company, how and where we can expand our eco-friendly offerings to benefit the environment further,” said Maurizio Ficcadenti, Global R&D Manager. “Our vision is to continuously develop new collections of sustainable products that offer both elegance and superior functionality.”



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## 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 almost 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 more information, visit [www.baralan.com](http://www.baralan.com).

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