

Baralan Announces Sustainable Components in Escalating PCR Percentages

Available in 30, 60, or 100-percent post-consumer recycled content, Baralan's new closures offer an eco-friendly alternative to traditional polypropylene components.

Baralan, a consolidated player in primary packaging for the cosmetics and beauty industries, has announced it will now offer sustainable components in varying post-consumer recycled (PCR) percentages. The company's range of closures produced in their own production facility in Italy, which have been traditionally produced in polypropylene, will now be available in three PCR levels: a base level of 30%, an intermediate level of 60% or a full level of 100%.

Baralan's new sustainable items will be developed in an effort to promote a circular economy throughout the cosmetics packaging industry that advances the evolution towards more conscious beauty and allows for a tangible sustainability approach. This benefits the environment by reusing wastage, reducing energy consumption, and maximizing finite resources.

The varying PCR levels offered will allow brands to maintain their desired level of packaging aesthetics, while also achieving their sustainability goals and meeting the increased consumer demand for sustainable products. Even customers requiring components with premium aesthetics can still incorporate a certain amount of PCR into their packaging solutions.

Importantly, the PCR material can be used with existing molds and equipment, allowing brands to transition to more sustainable products without having to invest in specialized equipment. When combined with the company's premier line of glass containers, the result is a significant step toward fully recyclable packaging sets – important for companies striving for closed-loop materials circularity.

“This launch is extremely exciting for us in the sustainability perspective – one that signifies our commitment to developing innovative, yet eco-friendly cosmetics and beauty packaging solutions that meet the high levels of quality our brand customers and end-users expect, while at the same time reducing our environmental impact,” said Maurizio Ficcadenti, Global R&D Manager. “While our PCR closures mark our latest shift towards sustainability, in 2022 and beyond our team will be keenly focused on making even more sustainable improvements across our product lines that support a closed-loop system for recycling materials and reducing waste.”



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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.

Baralan International S.p.A. | Global Headquarters

Via Niccolò Copernico 34, 20090 Trezzano sul Naviglio (MI), IT

Phone +39 02 4844961 - Fax +39 02 48402719

marketing@baralan.com | www.baralan.com

FOR MEDIA INQUIRIES EMEA - APAC - LATAM

OGS PR & COMMUNICATION

Via Koristka 3, 20154 Milano, (Italy) - Phone +39 02 3450610

info@ogscommunication.com | www.ogscommunication.com



BARALAN

FOR MEDIA INQUIRIES USA - CANADA

TURCHETTE AGENCY

9 Law Drive, Fairfield, NJ 07004 (USA) - Phone +1 973 227 8080 ext. 129

cbishop@turchette.com | www.turchette.com

