

Baralan Introduces Its First Premium Re-Charge System

A refillable dispenser system with an innovative and refined design that combines aesthetics and functionality, fully embodying Baralan's commitment to sustainability.

Baralan, a well-established company in primary packaging for the cosmetics industry, renowned for its excellence in glass packaging, continues to expand its portfolio of sustainable solutions, aligning with the latest industry trends and growing market demands.

At Cosmoprof North America Las Vegas, Baralan unveiled its new Premium Re-Charge System, a system designed to elegantly accommodate two variants of glass bottles. The Premium Re-Charge System is compatible with both airless and traditional dispensing systems, offering a tailored solution for every customer. This innovative offering enriches Baralan's catalog, providing versatile solutions to meet the needs of the skincare and makeup markets.

Meticulously designed for efficiency, the Premium Re-Charge System allows for easy replacement of the glass container within the main plastic case, preserving the integrity of the daily beauty routine. The system stands out for its modern aesthetics and functionality, with a focus on reuse and recyclability, key elements of Baralan's corporate philosophy. The large, linear external surface is perfectly suited to any type of decoration and coloring, giving companies the opportunity to fully express their brand identity.

The Premium Re-Charge System is a synthesis of sustainability, protection, and design: the outer case is reusable, while the glass containers, designed as true refills, significantly reduce single-use plastic and waste, while ensuring maximum product protection. The customizable and sophisticated design represents the ideal combination of elegance and innovation.

In a market where sustainability has become imperative, Baralan's Premium Re-Charge System stands out as a virtuous example of how innovation can serve the environment. By reducing the use of single-use plastic, this solution promotes a more responsible and sustainable usage cycle, marking a step forward in Baralan's commitment to a more conscious and mindful future.

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



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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. www.baralan.com

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