

Primary Packaging Company, Baralan, Introduces Precise Applicator for Fragrance Products

*New “Applicator 15” suitable for various perfumes
and essential oils, as well as certain skincare products.*

Baralan, a leader in primary packaging for the cosmetics and beauty industries, has introduced **Applicator 15** for bottles with neck 15, its latest in an innovative range of delivery systems for glass packaging. Defined by its novel application device combined with a screw cap, Applicator 15 was developed to offer precision product usage of perfumes, essential oils and certain skincare products.

More precise than a spray nozzle and more elegant than a roll-on applicator, Applicator 15 allows for easy, accurate dispensing of product in small doses wherever users desire. Applicator 15 is designed to guarantee precision, releasing the preferred amount of product with greater control during application. This prevents loss of formula and aims to reduce waste, an important factor for luxury perfumes frequently sold in small quantities. Applicator 15 is available in different bottle sizes and shapes, and with caps of various colors for high levels of customization.

“Baralan consistently invests in research and development to expand and enhance its packaging portfolio with versatile, attractive accessories,” said Maurizio Ficcadenti, Global R&D Manager at Baralan. “Refined yet multi-functional, Applicator 15 is an appealing, user-friendly departure from many delivery systems typically found in the fragrance segment, and also significantly reduces product waste.”



BARALAN

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

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

