

BARALAN

Baralan Expands Its Own Standard Collection with Newly Designed Glass Bottle Series

Claudette Large Series features unique glass bottles with slim, cylindrical shape, available in three sizes.

Baralan, a consolidated player in primary packaging for the cosmetics and beauty industries, has introduced its **Claudette Large Series**, a new line of slim, cylindrical glass bottles. As the third new glass line the company has launched this year – following both the Penelope and Marina Series - the new offerings exemplify Baralan's commitment to address and adapt to industry trends and market changes with an expanding standard packaging collection that is accessible worldwide.

Offered in three sizes – Claudette Large 10 Super-Weight (SW), Claudette Large 12 SW and Claudette Large 15 – the series is ideal for makeup and skincare products. Following the success of Baralan's Claudette line, the Claudette Large Series is an entirely new design that reinvents a classic, cylindrical silhouette through reimagined proportions. Two of the sizes are characterized by a distinct super-weight style featuring a heavier glass bottom for a luxurious look and feel.

As glass packaging is increasingly requested, the launch of Baralan's new Claudette Large Series was developed to offer new styles of glass bottles with distinctive silhouettes that are ideal alternatives to current plastic sets available on the market. In fact, all three bottles in the series feature the same neck finish which allows for numerous combinations with a wide range of accessories and closures already available in Baralan's standard collection.

"We are thrilled to have reinvented our valued, original Claudette bottle design, while also expanding into larger sizes," said Maurizio Ficcadenti, Global R&D Manager. "The classic silhouette offers both elegant appeal and ultimate versatility, through its ease of pairing with numerous accessories such as droppers, pumps or applicators. Our customers need refreshed styles and glass novelties to differentiate their brands, which is why we continue to invest in new designs and molds - to help identify new shapes that match their needs."



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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.

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