

# BARALAN

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## Baralan Extends Iconic Glass Bottle Line, Adds First 100 ml Screw Neck Bottle

*New Eleonora 100 provides large-format option for all beauty routine applications.*

**Baralan**, a consolidated player in primary packaging for the cosmetics and beauty industries, has introduced a new addition to its Eleonora line: the Eleonora screw neck bottle 100. Previously only available in a crimp version, this updated style was developed due to an increasing demand for larger formats for fragrance, skincare and makeup products.

Suitable for both skincare and fragrance applications, the Eleonora 100 is a GPI 18/415 screw neck bottle weighing 220g, with a filling capacity of 100 ml. The new larger size joins the family of 9 bottles in 7 sizes ranging from 5 to 100 ml capacities.

The Eleonora line provides an ideal combination of elegance and simplicity. Created for aesthetic impact, the rectangular shape and classic, clean lines showcase both traditional and modern design aspects for a silhouette that never goes out of style.

“We listened to our customers and are pleased to expand our iconic Eleonora family,” said Maurizio Ficcadenti, Global R&D Manager at Baralan. “The **Eleonora 100** provides brand owners with a large capacity bottle option for both fragrance and skincare products that is as unique and beautiful as each cream or fragrance housed inside.”



### 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,



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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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