

## Primary Packaging Company, Baralan, Introduces New Bottle Series with Patented Accessory Mainly for Nail Polish

*Jennifer 12 and Jennifer 15 glass bottles designed for use with patented “J-Ring” accessory, which protects and enhances user experience.*

**Baralan**, a consolidated player in primary packaging for the cosmetics and beauty industries, has introduced its **Jennifer series**, featuring two newly-designed glass bottles that are combined with the patented “J-Ring” accessory, developed specifically for nail polish, but also for use in skincare and make-up applications.

An original design in both style and function, the Jennifer series consists of two bottle sizes in the same shape, both with a GPI 15 neck size. The bottles feature a double shoulder, with the smaller one surrounding the neck. The larger Jennifer 15 has a nominal capacity of 15ml, while the Jennifer 12 has a smaller capacity of 12ml.

The Jennifer series has been designed for use with an innovative accessory called the J-Ring, a plastic collar protecting the user from possible product leaks. The component enhances user experience and ensures maximum neatness, significantly diminishing the likelihood of formula residue coming in contact with the user during the product application. The J-Ring is available in a large chromatic variety that can match nail polish colors and can also be produced with a metallized finish to enhance the product’s preciousness.

“At Baralan, we firmly believe that packaging is the expression of brand identity and the first impression to the consumer,” said Maurizio Ficcadenti, Global R&D Manager at Baralan. “It is with this mindset that our team developed the aesthetically impactful and functional design of the Jennifer series, including the new J-Ring accessory, which we hope will resonate with brands and consumers alike for its ability to reduce messiness and product waste.”



# BARALAN

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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](http://www.baralan.com).

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