

Primary Packaging Company, Baralan, Introduces New Series of Glass Jars for Skincare Products

Newly designed, sophisticated Maria Jar line developed for ease of use.

Baralan, a consolidated player in primary packaging for the cosmetics and beauty industries, has introduced the **Maria Jar line** composed of three new glass jars in different capacities: the Maria Jar 50 ml, 75 ml and 100 ml. Developed primarily for ease of use with skincare products, all jar sizes in the new series feature a wide neck. The new line expands Baralan's standard range of products, increasing the maximum jar diameter offered with a special GPI 70 thread.

The Maria Jar line is a completely new design for Baralan. Most notably, the jars' large neck diameter makes it considerably easier for consumers to retrieve product from inside the container and maximize its use. Additionally, all size jars of the series are paired with the same accessories. To have only one pairing of accessories to various sized jars creates benefits not only in terms of supply and cost of components, but also in terms of purchasing, logistics and customization.

As another innovation of this series, the new Malang 70 cap was designed in one unique size that fits all three jars, along with the new protection disc and spatula. Moreover, the liner is assembled with no use of glue. The cap features a "double entry" thread that guarantees a consistent and more reliable closure around the circumference of the neck, ensuring integrity of the filled product with no product loss.

Aligning with Baralan's focus on sustainability and environmentally-friendly packaging solutions, the glass jars and the cap are made with recyclable materials - glass for the Maria Jars and PP or PETG for the Malang cap - ensuring a fully recyclable lifecycle of the products. Furthermore, both the jars and the cap are each made with a portion of post-industrial recycled (PIR) materials, a means of minimizing waste by keeping as much recycled components in the production stream as possible. All Maria jars can be customized with accessories and with various decoration techniques that use only compliant inks and water-based paints, further reducing environmental impact.

"The **Maria Jar line** offers a premium look and feel, while also delivering many added benefits of user-friendliness, cost-effectiveness and sustainability," said Maurizio Ficcadenti, Global R&D Manager at Baralan. "We are always looking to create new products that are not only attractive, but advantageous to brands and their consumers. This line is a shining example of that."



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.

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