

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

New Maria Jar Super-Weight (SW) line developed for premium look and ease of use, available in three sizes.

Baralan, a consolidated player in primary packaging for the cosmetics and beauty industries, has introduced the **Maria Jar Super-Weight (SW) line** composed of three new glass jars in different capacities: the Maria Jar SW 15 ml, 30 ml and 50 ml. Designed for ease of use, the two smaller sizes are best suited for makeup and skincare products, while the large diameter of the Maria Jar 50 SW makes it an ideal match for skincare applications.

A sophisticated and classic round shape, the Maria Jar SW line is a completely new product line for Baralan. Characterized by its signature super-weight style, all jars feature a thick glass bottom with a heavier feel. This premium design feature creates an opulent appearance that emphasizes the quality of the product it contains.

The three new jars have varying capacities, diameters, and neck sizes, but all utilize a “double entry” thread. This feature guarantees a quick, consistent, and more secure closure around the circumference of the neck, ensuring the integrity of the filled product with no content loss.

The Maria Jar 15 SW is a GPI 48/400, the Maria Jar 30 SW is a GPI 53/400, and the Maria Jar 50 SW is a GPI 70/400. All jars can be matched with caps starting from 48 or 53 up to a 70-neck finish.

From a sustainability perspective, since a low environmental impact is always a must for Baralan, both the jars and the caps are made with fully recyclable materials and have already been designed for proper disposal at the end of their lifecycle. In fact, the jars are made of glass, a material that can be recycled infinitely. In addition, both the jars and the caps are produced in combination with post-industrial recycled material (PIR) to minimize waste.

“We are pleased to expand our product offerings with the addition of the **Maria Jar SW line**,” said Maurizio Ficcadenti, Global R&D Manager at Baralan. “This new series of premium, multi-use jars in our popular super-weight style is a perfect example of the many simple, functional and aesthetically-appealing packaging innovations we offer.”



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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