

Baralan Introduces Two New Pumps for Skincare

Designed in two distinct styles to meet various aesthetical preferences, the pumps offer premium functionality and user-friendliness.

Baralan, a consolidated player in primary packaging for the cosmetics and beauty industries, has introduced a new series of pumps in two different styles with the same over-pump. Explicitly developed for skincare products, the series marks the latest addition to Baralan’s range of accessories for glass packaging.

Designed considering multiple aesthetical features, each pump features a distinct style – the first is smooth and sleek, the second bold and geometric. Both with a clean and modern shape, the new pumps enrich the style of any bottle they are paired with.

The over-pump and body pump achieve near-invisible snap assembly via a “click” closure that guarantees a secure seal for premium functionality and user-friendliness. Seamless, smooth blending with the over-pump further enhances the consumer experience.

“At Baralan, we strive to continuously develop unique and eye-catching accessories that are not only functional, but will perfectly complement the overall packaging experience,” said Maurizio Ficcadenti, Global R&D Manager. “These efforts are showcased in the design of our new pumps, which we hope will appeal to our wide-ranging customer base.”



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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