

## Baralan Introduces Rounded Glass Bottle for Fragrance and Skincare Products

*New Olivia 100 Super-Weight (SW) expands Olivia bottle series with largest capacity, now includes five sizes.*

**Baralan**, a consolidated player in primary packaging for the cosmetics and beauty industries, has introduced its **Olivia 100 Super-Weight (SW)**, a rounded glass bottle developed specifically for fragrance and skincare products. This new bottle expands Baralan's existing Olivia series to include five sizes: Olivia 8 SW, Olivia 15 SW, Olivia 30 SW, Olivia 50 SW and the newly-added Olivia 100 SW.

Characterized by its distinctive super-weight style featuring a heavier glass bottom, the Olivia 100 SW has a luxurious look and feel. In addition, its rounded shape – both on the shoulders and base – offers users a simple, yet sophisticated design that matches the rest of the series.

The new bottle has a 100 ml capacity, the largest in the series. With two different neck finishes, GPI 18/415 and GPI 18/400, the bottle can be seamlessly matched with a wide array of accessories, allowing for infinite possibilities in creating personalized packaging sets.

“At Baralan, we are always paying close attention to the interests of our brand customers and end users, making additions to our product ranges based on feedback received,” said Maurizio Ficcadenti, Global R&D Manager at Baralan. “For that reason, we have now added our largest size bottle in the Olivia series. We hope this new addition will provide increased packaging options with the same visual appeal and functionality that our customers have come to love about the Olivia line.”



# 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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