

Baralan presents 3D Decoration for Cosmetic Packaging A New Era for Personalization

With a continuous look at a constantly evolving market, at Cosmopack Bologna 2024 the company presents sustainable innovation in the many new primary packaging novelties, iconic shapes, sophisticated finishes and versatile accessories

Baralan, a leading company in the development and sale of primary packaging for the cosmetics industry in collaboration with **Stratasys**, a leader in 3D printing, and **ICA**, a global reference point for innovation in the glass and plastic coating sector, is thrilled to announce a new three-dimensional decoration solution for cosmetic packaging at Cosmoprof Worldwide Bologna.

Baralan, inventing and innovating, always remains faithful to its DNA, to the commitment to develop new products in both design and functionality, continuing for over 60 years to play a fundamental role in the world of cosmetic primary packaging at an international level. The essence of a historic company, where know-how and research, experimentation, attention to aspects of sustainability and recyclability come together, which has always promoted an active listening to the market. This translates into proposing new packaging solutions every year, but increasingly also new ways of personalizing products.

Product customization is fundamental for a brand's image and, with this new solution, Baralan offers the industry the possibility of obtaining something unique and original. "The collaboration with two leading companies, Stratasys and ICA, who strongly believed in the idea, allowed us to satisfy the needs of the market. Thanks to this project, it is now possible to have a unique, recognizable and outstanding product, without having to invest in expensive equipment, while at the same time promoting eco-sustainability. 3D printing on glass and plastic is tangible thanks to its adherence to the glass, transparency and charm through the use of infinite colors and designs." explains Maurizio Ficcadenti, Global R&D Manager.

Baralan is proud to present an innovative solution for three-dimensional glass decoration and plastic accessories, tailor-made for the cosmetics sector. Thanks to the innovative GP3DPRINT water-based paint product developed by ICA exclusively for Baralan (also combinable with solutions from the BIO range), it is now possible to obtain reliable three-dimensional graphics applied on all the packaging offered by Baralan using Stratasys Polyjet technology. Baralan underlines how this opportunity paves the way for 3D printing in the world of mass production, with advantages in terms of costs, times and opportunities. This also translates into a concrete commitment to eco-sustainability, thanks to the reduction of the need for equipment and massive production to diversify in the cosmetics market.

Quality comes from passion: Baralan, Stratasys and ICA become representatives for the cosmetics industrial soul and dedication in all phases of the value chain, an attitude that takes into account sustainable and constantly evolving beauty.



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This is how Baralan presents itself at Cosmoprof Worldwide Bologna 2024, in the Cosmopack section - Hall 18, Booth D32-E13 - scheduled from March 21st to March 23rd at the BolognaFiere Exhibition Centre, with this and many other new novelties.

Today, more than ever, it will represent a milestone in its experience, combining the different expressions of its soul, with its heritage and its modernity, in an international context, a key opportunity to share and communicate the latest news of its own and that of the market.

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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 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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