

BARALAN

P R E S S K I T

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OUR MISSION

EMBRACING BEAUTY

At the beginning there was a dream. Dreams shape and create the world, but dreams come true if you act. Therefore, in 1962, Baralan began to devote itself with intuition, courage and creativity to its dream of creating high quality products and service in the cosmetic packaging industry. Transferring the essence of the beauty of perfumes, creams, make up, and everything we use daily for our well-being, into the containers that fill our homes and our bags, is at the foundation of Baralan's philosophy.

A perfume without its bottle is just a mixture of substances, a cream without its own jar remains only a semi-solid form as well as make up. However, with Baralan's packaging each of these products has its own dress that enhances it. A form that contains beauty not in the sense of restriction but in safeguarding its essence. For almost 60 years Baralan has been synonymous of quality and 360° customer service: both in the concept phase up to research and development, and in production up to quality control and logistics.

Baralan creates, designs, engineers, manufactures and customizes glass and plastic containers, with related accessories, believing in the value of long-term partnerships with customers and suppliers. A daily

challenge to present a wide range of high quality products largely available in stock and in various locations that meet the increasingly personalized requests of the cosmetic industry, with the aim of being recognized as a point of reference in Primary Packaging for cosmetics.

The renewal within Baralan is continuous, just as each one of us would like to see himself always beautiful and at the same time always different. Baralan's uniqueness consists in choosing the practicality of the shape and the Made in Italy woven in an essential and functional packaging that always looks to the future without forgetting its roots. And it is precisely here that Baralan finds its identity: combining constant innovation with the values of the past. In each new product developed with such care and dedication there is a story to be told, as in each one of us.

Baralan preserves the enduring traces of beauty by setting them in the cosmetic packaging for Skincare, Make Up and Fragrance. A jar or bottle apparently simple but always characteristic, which functional solutions for closures and innovative accessories, are some examples of the wide range of Baralan's products. The products whose functionality, durability, and stability are always well studied and accurate. The shapes and accessories of Baralan, thanks to the search for an elegant style and an aesthetic harmony, allow the personalization of each



product which therefore always becomes something truly unique and appealing.

Baralan's products are for daily use: at any time they move from the shelves to the bags, they are opened and closed, but they are not consumed. And precisely because the use is daily and continuous, Baralan's packaging guarantees the integrity of the product making it intact and easy to use. Packaging captures the substance of beauty, it frames its fascination and safeguards its essence making it indelible. At the same time, packaging is the guarantee of the brand identity that differentiates it from others.

Baralan actively collaborates with companies within the Group specialized in decoration, molding, acid-etching, varnishing, satin finish, screen printing, hot stamping; with the use of vitrified enamels and precious metals such as gold or platinum, also in relief, on transparent and metallic surfaces, using a wide range of colors. At the base of Baralan's international mission are the continuous investments in research and development and quality, that guarantee the creation of a superior added value, both in terms of products and services offered, with the ultimate aim of providing to its customers a complete experience tailored to their needs. All of this is completed with a quality control system that takes place throughout all the

production phases and which guarantees the reliability of all products.

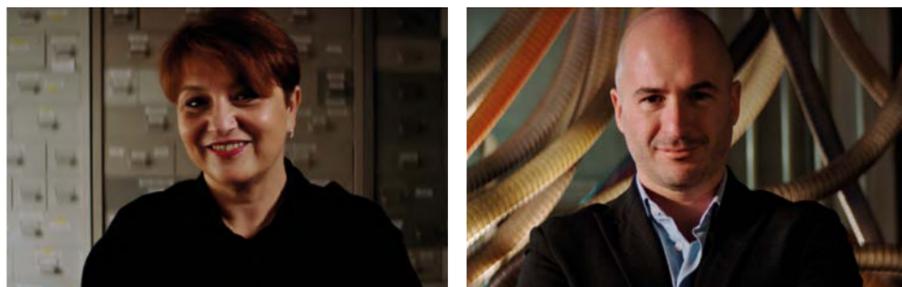
Baralan's Packaging, studied and cured in every detail, involves and excites. Excellence, Passion, Integrity and Creativity are the core values of the Group which offers to the market a wide range of standard packaging, and not only, also of custom-made packaging, paying attention to the demands of the market that increasingly looks towards innovation and also to eco-friendly solutions. Baralan in fact has at heart the evolution of the market and the health of our planet, therefore the Group continually invests in research and development, not only focusing on glass, which has always been a recyclable and sustainable material, but also on the use of biopolymers, not linked to the food chain, with the aim of becoming the main materials used in the production process.

Baralan thus positions itself in the market as a historic Italian company with an open, flexible and dynamic vision, and with an international presence and a 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 an excellent level of quality and service, since always appreciated worldwide and recognized in the packaging developed.

OUR VALUES

THE SIMPLICITY OF *Excellence*

Baralan's products are synonymous of excellence, an essential one that is however reached with care, precision and consistency. A packaging easily recognizable by a pure and linear design that facilitates the use, but also the personalization, and which, undressed by the unnecessary, remains at the same time attractive, because Baralan's packaging is the result of a creative act in which complexity leaves space to simplicity. The constant search for excellence is found in the creative and production processes, but also in the consolidated internal organization, in the international structure, in the strong integration of the value chain and in the specialized teams. All this is coordinated by high quality standards that lead Baralan to the continuous ambition for improvement, setting ever more challenging goals but remaining faithful to its core values.



Integrity IS SYNONYMOUS OF AUTHENTICITY

Integrity is a core value, a versatile concept, a constellation of positive values that are the basis of the philosophy and daily activity of Baralan, which reveals itself as "Integrity Ambassador". This means ambassador of those essential values both from a production point of view, from reliability to quality, and from an ethical one, always promoting the values which inspire the Baralan Group to achieve its mission, that are: excellence, passion, creativity and integrity. Empathizing with its own customers in an authentic way, offering a range of high quality products and services, is the added value of Baralan, a way of thinking but above all a way of operating. Always acting with integrity and enriching credibility through an effective client service, a research for innovative products and a continuous enhancing of the brand image are all fundamental principles for Baralan, which become integral part of the strategy of the company itself.

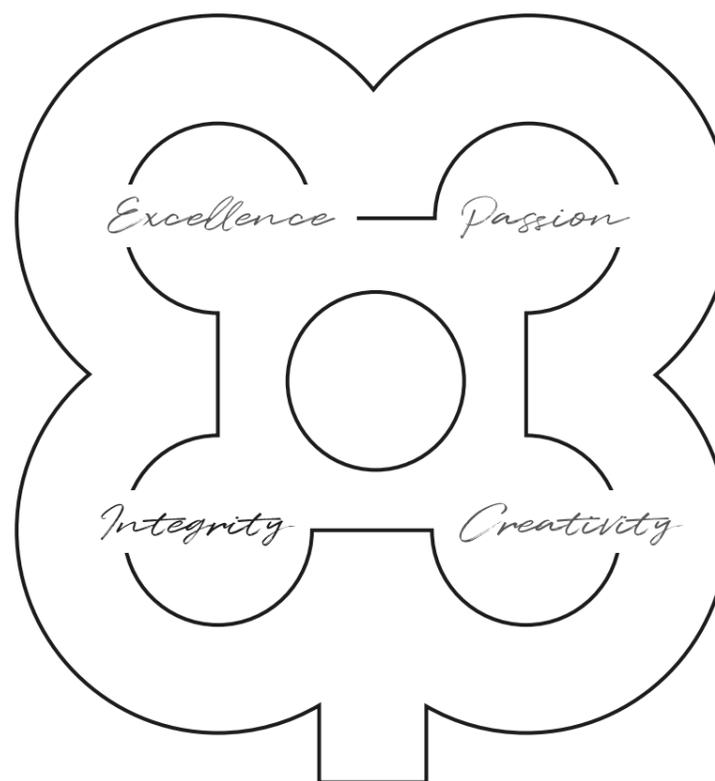
PACKAGING WHAT A *Passion*

The passion for packaging is the core of Baralan's world. It is its creative driver that along with innovation has been its key to success since 1962. Baralan's products are in fact the result of experience and creativity expressed in the attention to details, in the search for innovative solutions and in the continuous creation of added value. Thanks to this passion for cosmetic packaging, Baralan offers both standard and exclusive products that protect and enhance the essence of each formula they contain. Every day Baralan professionally creates and develops primary packaging solutions with an aesthetically impactful yet functional design, which is the result of a deep and constant work of research. A packaging able to trigger emotions derives from the passion of those who develop it, Baralan thus becomes "Passion Ambassador". Baralan's deep knowledge of the beauty industry is also expressed by the variety and versatility of the products it offers to the market.



Creativity THE MAGIC OF ORIGINALITY

Creativity is the magic of originality. It is the ability to go beyond, using imagination to give birth to endless possibilities and to develop new ideas capable of turning into concrete objects. Creativity is the combination of two essential elements: imagination and action. It means thus to innovate through a new perception which goes beyond the product itself. Imagination is at the base of the creativity and enthusiasm that Baralan applies in the continuous development of new ideas and innovative solutions. Therefore, Baralan's packaging is the result of a relevant creative process, of research, of experimentation and originality, and the result of an active listening to market requests, combining elements of functionality, aesthetics and usability. Hence, Baralan reveals itself "Creativity Ambassador", which means ambassador of imagination, which is the starting point and daily motivation, a core value that with excellence, passion and integrity, allows Baralan to create added value.

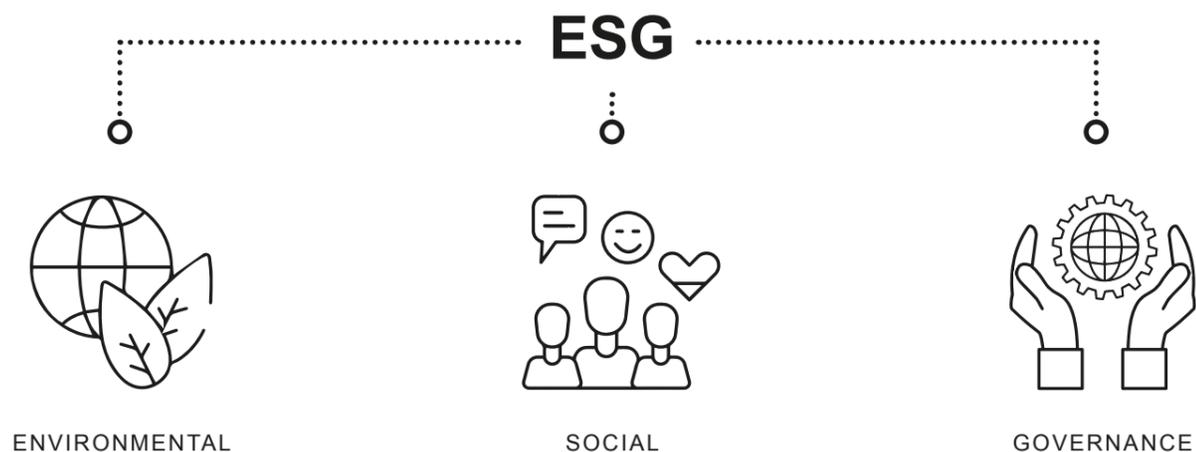


OUR COMMITMENT

TANGIBLE SUSTAINABILITY

SUSTAINABILITY

SUSTAINABILITY



Baralan's ESG commitment links business continuity with the idea of a more sustainable future. It represents a concrete strategy that considers ethical, social, and environmental factors in the company choices, going beyond simple compliance with the law, but enriching management choices with purpose and a broader perspective. Sustainability is therefore interpreted as the integration of social and environmental concerns in Baralan's operations, governance and in the relations with stakeholders through a voluntary process of self-regulation.

To date, Baralan's ESG commitment focuses on two key directions: optimizing packaging portfolio to reduce its environmental footprint and developing a holistic sustainability framework to guide Baralan's transformation in the mid-long term.

At the portfolio level, the company is implementing tangible actions such as:

- Enhancing reusability and recyclability of products, optimizing waste by promoting more effective solutions such as airless, prioritizing mono-material packaging and encouraging the adoption of alternative materials such as biopolymers along with the development of products made

of PCR materials.

- Assessing the carbon footprint of the Packaging Portfolio applying Life-Cycle Assessment (LCA), the most robust scientific methodology available today to identify main hotspots and drivers along the whole life of the product; this assessment is key to provide a science-based argumentation to embed eco-design principles within Baralan's R&D process.
- Conducting a first Circularity Assessment of the Packaging Portfolio using the Material Circularity Indicator (MCI) developed by the Ellen MacArthur Foundation.

At the corporate level, the company is:

- Measuring its GHG emissions across Scope 1 and 2 as a further step to tackle climate change and to build a corporate climate strategy including science-based reduction targets, and a decarbonization roadmap.
- Raising internal awareness and engagement on sustainability-related topics throughout targeted communications, by promoting training programs along with employer branding activities.
- Developing a sustainability framework based on concrete topics to address ESG in time; this project aims at setting a clear outlook for the future and level of ambition based on tangible evidence so that sustainability



efforts are driven by a coherent organizational process to deliver internal commitments, realistic initiatives and actions, to address our sustainability vision.

Sustainability is one of the key elements of Baralan's strategy. The Group is committed to respond to the growing desire of consumers to find products that meet their expectations according to ethical and environmental needs, and that reflect their values. As usual, Baralan guarantees the highest quality in terms of design, functionality, safeguarding, but it also commits to minimize its products and processes' footprint.

Baralan's choices have always been oriented towards constant research for the development of products with a lower environmental impact with business decisions made with full awareness and respect for social responsibility. The company looks to the future of the cosmetics world, designing and implementing a strategy based on the value of integrity understood as a key and essential principle both for the reliability and quality of its packaging and processes, for an ethical orientation in respect of the environment, along with the care of the people and the community itself.

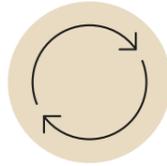


OUR RESOURCES

A SUSTAINABLE BEAUTY



REDUCE



RE-USE



RECYCLE

For Baralan, innovation is the driver, the change, the strategic lever that guides the evolution and continuous improvement of the company's processes and the product itself. Baralan has always pursued innovation, understanding and anticipating needs and requirements in order to create a solid relationship and mutual listening with its customers, as well as offering creative and effective solutions. Sustainability is one of the key elements of Baralan's strategy, who is committed daily to respond to the growing desire of consumers to find products that meet their expectations with particular ethical and environmental needs and that reflect their values. When it comes to sustainability, therefore, the concreteness lies in proposing products made with sustainable materials that respect all the characteristics just mentioned, but that are also accepted by the

market as valid substitutes or alternatives. For Baralan, sustainability and sustainable development are, thus, concepts linked to an idea of circular economy that takes into account the quality of products, satisfying the needs between design and functionality, safeguarding and ensuring better conditions for products' lifecycle.

Moreover, in recent years, Baralan has also oriented itself towards the selection of biopolymers by launching a news series of Biobased Packaging for skincare, fragrance and make up products. These biopolymers derive from renewable sources and natural materials, not linked to food chain, to be used for the production of alternative packaging to plastic. This choice is linked with the objective to reduce the ecological impact and contributing consequently to a less polluted ecosystem.



The biopolymer is made by combining natural fibers and waste from a specific manufacturing process, ensuring full recyclability. Baralan's new biobased series are the result of the choice to reduce the use of synthetic components and to increase reuse of materials deriving from industrial waste and production processes to ease the product recycling process. The Biobased Packaging Series of sustainable packaging is an exciting, transformational development for Baralan The ability to design beautiful, functional packaging for our customers that is also renewably sourced represents a major step in reducing our environment impact and creating positive societal outcomes.

Baralan's business decisions are therefore made with full awareness and respect for social responsibility, not only in the research and production of qualitative, innovative and eco-sustainable packaging, but also and above all in the daily working life. This sensitivity, in fact, goes beyond the simple development of sustainable products and involves all the aspects of the company, which obtained the ISO 9001 certification of its Quality Management System at the end of 2020, and also through the investment in paperless and digitalization concepts.



OUR VISION

QUALITY COMES FROM PASSION

Products of quality are the result of passion for packaging. Baralan reveals itself to be Quality Ambassador in its daily challenge to offer a wide range of products and high-quality service. In fact, for Baralan, quality comes first, characterizing all the phases of the value chain, and it is synonymous of 360° degrees excellence, which starts from the product and also includes customer service. Baralan's quality is expressed through the active comprehension of its customers, and is translated in the design of the packaging carefully developed in every detail. Such system of quality control and management in each production and development phase guarantees reliability of all product lines. Ensuring quality means selling more than the product itself: it is an added value which goes beyond the process

of promotion and customer service because it qualifies Baralan's work completing it in a perspective of constant reliability and improvement of performances. At the core of the international mission of the company there are in fact investments in dedicated teams of Research and Development and quality control aimed at a continuous supervision and an analysis of processes and customer satisfaction, which become witnesses of the quality of the product and service offered.

Offering a quality product also means to meet market requests through a nearby local presence, to guarantee precision and efficiency in the service and delivery of orders. Therefore, Baralan Group has chosen to position itself on different markets, strengthening its organizational



structure with commercial, production and decoration companies located all around the world.

Baralan's packaging is thus the expression of quality: each product stands for a long-lasting and reliable item, capable of enhancing the formula contained that is preserved intact in its preciousness and efficacy. Hence, Baralan's quality lies in sophistication, innovation and versatility to offer a wide range of products which can also be decorated and personalized and are aesthetically impactful, yet practical and functional in the different available sets.

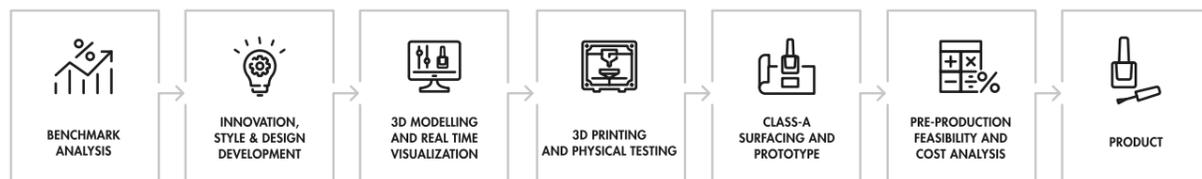
Quality is not a habit, but an attitude. This is the philosophy of Baralan, which perfectly matches with passion and excellence, the key values always at the foundation of the company's approach.

Baralan Quality Policy aims at achieving the maximum satisfaction of customers developing a strategy of continuous improvement that comes from a culture oriented towards transparency. Baralan implemented thus its Management System compliant with EN ISO 9001:2015, certified by Bureau Veritas Italia, to guarantee over time the high-end quality service.



OUR STRENGTH

THE POWER OF INNOVATION



The development of a packaging is a structured process, whose starting point is the creative idea which allows to realize a product that is unique on the market, result of a combination of know-how, innovation and technology. It is a path that is divided in different development stages of a new product up to production with the objective of guaranteeing the maximum satisfaction of the client.

Baralan's Research and Development department is the beating heart of the project which enables the Group to look to the future with dynamism, with the necessary flexibility and credibility, aiming at innovation. New ideas, styles, and processes are created combining Baralan's experience with the most modern technologies, but the core of the project is always the Client and his specific needs related to the reference market. The listening and continuous interaction with the Client allow Baralan to develop the best packaging solution suitable for his needs.

The real Baralan's added value is, in fact, the careful control of each phase of the value chain, thanks to an internal department specialized in Research and Development, which, on one hand, carries out a constant research work to define innovative concepts, on the other, it works to achieve the result of a new product bringing the initial idea to reality. The final result is a greater involvement with the Client in the development of a packaging that will be tailor-made and stand out for its unique design on the market, being able to combine aesthetics and functionality, giving the opportunity to enhance the identity of the Brand.

Baralan's packaging is thus the result of a careful development process which is divided in different phases, ranging from the brainstorming with the Client, passing through three-dimensional development of surfaces, exploring various solutions which will be shown in a dedicated graphic proposal supported also by mock-ups and prototypes created by using 3D printers. The Clients' requests take shape, in fact, in tailored projects, with the development of accurate photorealistic renders which tell about the style as well as materials and decorations in each single product without forgetting the production technical feasibility. This allows to evaluate the characteristics of the product under development, such as style, impact of the shape, ease of use, compatibility with other components, and furthermore to have an overall view. The development ends with the production of



pilot samples that are useful to validate the quality of the product and the Client's expectation, before proceeding with the mass production and placing on the market.

Baralan's experience in the processing of glass and plastic materials, and the constant search for excellence in creative and production processes, but also the consolidated internal organization extended to an international level, linked to a strong integration of the value chain and in specialized teams, allow the Group to design, develop and produce high quality cosmetic packaging. The attention to detail connected to the functional and practical aspects and the aesthetic feature are cared in detail, functional in practicality, capable of conveying the specific image and identity of the Brand for its Clients.

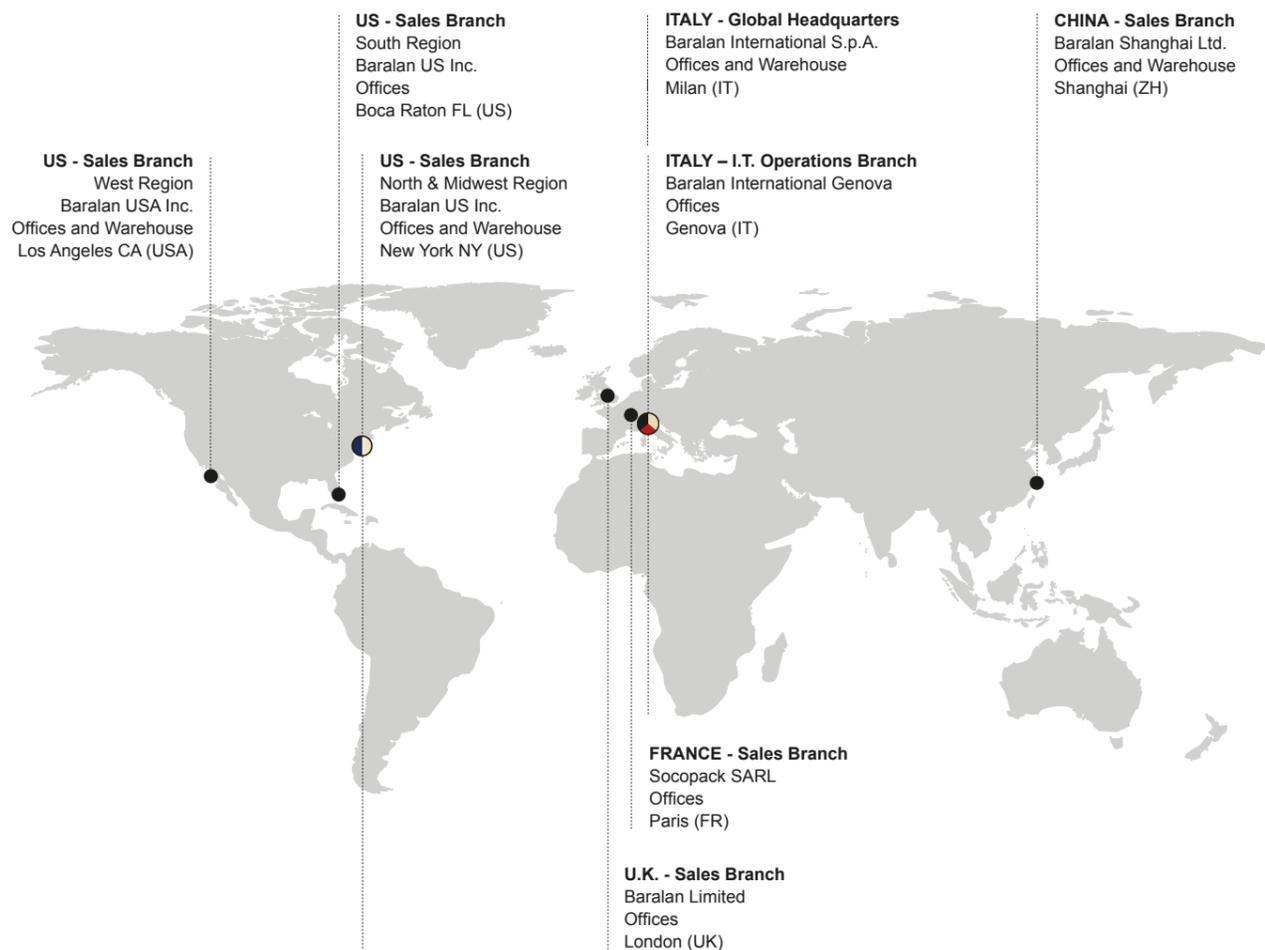
This is Baralan's approach to the world of cosmetic packaging: design to fulfil and personalize an offer, finding concrete solutions suitable to every constantly evolving market segment.



GLOBAL PRESENCE

BARALAN GROUP

COMMERCIAL OFFICES



PRODUCTION FACILITIES

○ Decoration ● Production

○ USS LLC
Glass Decorations
Newark (US)

● Labor Plast S.r.l.
Plastic Injection Moulding
Cassinetta di Lugagnano (IT)

○ Gloss Tech S.r.l.
Varnishing
Trezzano S/N (IT)

○ Orella S.r.l.
Silkscreening and Hot Stamping
Ozzero (IT)

○ Bianchi Mario S.r.l.
Glass Frosting
Albairate (IT)



The Group's motto is Cosmetic Packaging Solutions: the intrinsic concept of solution conveys to the market how Baralan supports its customers with the development of a concept and the creation of a product, which is possible thanks to an organization, an international structure and to a strong integration of the value chain. Providing a product of quality means above all listening to the market and its requests, as well as guaranteeing a nearby local presence that guarantees precision and efficiency in the service and in the delivery of orders. For this reason, Baralan Group has chosen to position itself on the most interesting markets, which are also a point of reference in the world, and in the course of the years, it has strengthened its organizational structure with commercial companies, production companies and decoration companies.

Since 1962, Baralan has been recognized as a consolidated player in primary packaging for the cosmetics industry. The company creates, manufactures and customizes glass and plastic containers with related accessories for skincare, makeup and fragrance products. With operations in more than 50 countries worldwide, Baralan has its commercial headquarters and four manufacturing facilities in Italy, with U.S. branches in New York, California, Florida, a decoration facility in New Jersey, and another Chinese branch in Shanghai.



1962

Established in 1962, BARALAN INTERNATIONAL S.P.A., through an enterprising, dynamic and flexible structure, has created a brand that has become a point of reference in the world of packaging for the cosmetic industry.

1977

In 1977 LABOR PLAST S.R.L. was established, the production site dedicated to the injection production of thermoplastic materials.

1980

In 1980 Arrowpak Inc. was founded, which later became BARALAN USA INC., with offices and warehouses in New York and Los Angeles.

1993

In 1993 GLOSS TECH S.R.L. was set up, a company within the Group specialized in varnishing. This production company is dedicated to varnishing of plastic and glass components.

2011

In October 2011 BARALAN SHANGHAI LTD. was founded and in the same year in December Baralan also expands in Florida, Boca Raton.

2019

In 2019 Two decoration companies join the Group: ORELLA S.r.l. in Italy, specialized in screen printing, silk-screen printing and hot stamping and USS LLC expert in various glass decoration techniques.

2020

In 2020 also BIANCHI MARIO S.r.l. officially becomes part of Baralan Group. specialized in satin finishing for glass containers, bottles and jars, for the cosmetic, pharmaceutical and food industries.

2021

In 2021 Baralan International S.p.A, mother company of the Group, obtained the certification ISO 9001:2015.

BARALAN

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