

BARALAN

Baralan: A Journey Through Luxury, Innovation, and Sustainability

Celebrating Luxury in Paris, Exploring Trends in Asia, and Supporting Innovation in Europe Baralan continues its path of evolution by innovating and reinventing cosmetic packaging.

Baralan, a leading Italian company in primary packaging for the cosmetic industry, wraps up the year with three major international events centered on luxury, innovation, and sustainability. By expanding its portfolio of innovative and eco-friendly solutions, Baralan stays aligned with the latest industry trends and the ever-evolving market demands.

Baralan returned to Paris for Les Places d'Or, the premier showcase for luxury design and packaging. Held from November 12 to 14 at the prestigious Hôtel Le Meurice, this year's event marks its 30th anniversary. This unique exhibition provided Baralan an exceptional platform to present its finest creation of the year, showcasing the artistry of luxury packaging with a focus on creativity, innovation, and expertise. Baralan has displayed a special selection of its most cutting-edge products, featuring the revolutionary 3D Decoration for Cosmetic Packaging.

Baralan also set the stage for new product trends and personalization at the 27th edition of Cosmopack Asia, the premier B2B beauty industry trade fair in Asia, held from November 13 to 15 in Hong Kong. Here, Baralan unveiled its latest developments, including the Premium Re-Charge System and a variety of new offerings. These innovative additions enrich Baralan's standard collection catalog, catering to the versatile needs of the skincare and makeup markets. Sustainability remains a key focus, along with quality and design, enhanced by extensive customization options. This creates the ideal blend of sophistication, elegance, and innovation. To close the year, Baralan emphasizes its commitment to innovation with a strategic presence at Formnext, the international trade fair and conference on *Addictive Manufacturing*, held from November 19 to 22 in Frankfurt. Partnering with Stratasy, Baralan highlights the creative opportunities for the industry, enhancing product customization and brand distinctiveness. By leveraging this advanced technology, Baralan achieves complex, multi-color, and multi-effect designs that transcend traditional production limits. This flexibility enables the creation of increasingly sophisticated, captivating, and iconic packaging solutions.

Product personalization is vital to brand identity, and Baralan's goal is to offer packaging that is not only unique and highly recognizable but also accessible to a broader range of players. This approach aligns with the company's sustainability objectives, addressing the growing demand in the cosmetic industry for primary packaging solutions that are eco-friendly yet distinctive.

With these three international events, Baralan reaffirms its role as a leader in the industry, demonstrating how luxury, innovation, and sustainability can harmoniously coexist in the packaging design of the future.

About Baralan – Since 1962, the Baralan Group has been recognized as a reference point in the field of primary packaging for cosmetics. Baralan develops, manufactures, and customizes glass and plastic containers, along with related accessories, for cosmetic and perfumery products. The Group's motto, *Cosmetic Packaging Solutions*, underscores the company's support for international customers with a global organization and strong value chain integration. Baralan is committed to offering high-quality products in



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large quantities worldwide, to meet the growing demand for real-time customized packaging. Baralan's commercial headquarters with four production facilities are located in Italy, with offices in the United States in New York, California, Florida, a decoration company in New Jersey, and another branch in Shanghai, China. For 60 years, Baralan has been synonymous with 360° quality and customer service: from the concept phase through research and development, to production, quality control, and logistics. Baralan is recognized as a well-established Italian company with a dynamic vision, international presence, and widespread distribution. The Group brings Italian excellence to the world, symbolizing beauty, design, and impeccable taste combined with an excellent level of quality and service. www.baralan.com

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