

DEA 2.0: Baralan Advances Sustainable Glass Airless Packaging

A New Step Forward in Glass Airless Packaging

In a market where brands are increasingly required to combine premium performance, sustainability, and regulatory readiness, Baralan, an international player in primary packaging for cosmetics, announces DEA 2.0, the upgraded version of its glass airless technology. This evolution represents a further milestone in Baralan's continuous improvement journey, driven by a close understanding of market needs and by the ambition to support brands with increasingly responsible and future-oriented solutions.

At the core of this upgrade is a soda-lime glass barrel. As with the first version, it is produced in Europe. This type of glass ensures high performance and excellent compatibility with cosmetic formulas, while offering full compatibility with standard recycling streams, whereas borosilicate requires dedicated recycling streams. The choice of soda-lime glass reflects Baralan's commitment to developing circular solutions capable of reducing environmental impact without compromising premium performance and aesthetic elegance. Currently available in 15 ml and 30 ml sizes, DEA 2.0 is designed to meet the needs of high-performance skincare formulas and brands seeking a sophisticated and reliable airless solution.

This new version marks a further step in Baralan's continuous innovation journey, combining European manufacturing excellence, advanced technological research, and a strong commitment to environmental sustainability. Following the introduction of the invisible piston upgrade at the end of last year, the company now presents a further evolution only a few months later — a clear demonstration of Baralan's dynamic approach and its vision of incremental innovation, where technology, design, and sustainability evolve together.

Alongside this solution, Baralan also continues to develop and offer borosilicate glass — a medical-grade material characterized by higher resistance and excellent chemical stability, designed for applications and formulations requiring enhanced performance standards. This approach highlights the company's ability to provide differentiated responses to the diverse needs of the market.

DEA, Baralan's glass airless platform, includes advanced technological options designed to ensure precise and consistent dispensing, protect the formula from air and potential contamination, and maintain a clean, premium appearance throughout the entire lifecycle of the product. DEA is offered in a cylindrical configuration, with several cream and spray pumps options, designed to meet the needs of different formulations with an optimal dispensing performance. Optimized components and a lighter structure enhance production efficiency and reduce material usage, further strengthening the sustainability profile of the line.

This evolution further strengthens Baralan's active commitment in view of the upcoming Packaging and Packaging Waste Regulation (PPWR). The company is proactively working to anticipate regulatory requirements, translating them into concrete product developments. The upgraded version DEA 2.0 represents one of many tangible examples of Baralan's determination to support its clients in navigating regulatory change through innovative, disruptive, and increasingly sustainable solutions.



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Through continuous investments in research and development, Baralan supports brands in transforming packaging into a strategic asset — not just a container, but a true ambassador of performance, sustainability, and brand vision. With this upgraded version of DEA 2.0, Baralan once again confirms its role as a benchmark in glass airless packaging, demonstrating how incremental innovation and regulatory commitment can contribute to shaping a more conscious and sustainable future for the beauty industry.

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 headquarters in Italy along with four manufacturing facilities, U.S. branches in New York, California, Florida, a decoration facility in New Jersey, and a Chinese branch in Shanghai. For over 60 years, Baralan has been synonymous with quality and 360° customer service from the initial concept phase to research and development and 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 its "Created in Italy" philosophy to the world, understood as a symbol of beauty, design and impeccable taste, combined with a high level of quality and service.

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