

## **Baralan Unveils Its Strategy for More Sustainable Packaging**

At Luxe Pack in Paris with an integrated approach to innovation, compliance, and responsible development

Baralan, an international player in primary packaging for the cosmetics sector, continues to strengthen its commitment to increasingly responsible and forward-looking development. Drawing on its proven expertise and a design culture rooted in innovation, research, and industrial quality, the company is pursuing a strategic path aimed at integrating sustainability, performance, and regulatory developments into its global offering.

In a constantly evolving international context, characterized by new European regulations and growing attention to the environmental impact of packaging, Baralan presents its Rethink Strategy: a strategy developed to guide the evolution of its product portfolio and business processes according to principles of eco-design, recyclability, and responsible development.

The initiative stems from a desire to tangibly address the key challenges that are redefining the cosmetic packaging sector, supporting brands and partners in the transition towards solutions that are increasingly advanced from a technical, aesthetic, and environmental standpoint. The goal is to develop packaging capable of combining quality, functionality, and a premium identity with a design approach increasingly oriented towards circularity and resource optimization.

The strategy includes initiatives aimed at reducing the use of virgin raw materials, developing components designed to facilitate end-of-life processes, and optimizing material weight, with a particular focus on glass solutions and plastic accessories. The company is also expanding the use of materials compatible with recycling processes and developing new solutions aimed at simplifying multi-material products.

At the same time, Baralan is implementing increasingly structured activities in technical analysis, substance screening, regulatory documentation, and traceability throughout the supply chain, in line with evolving European and international packaging regulations.

Significant attention is also being given to innovation in sustainability. In this context, Baralan continues to invest in the development of proprietary technologies and advanced solutions that combine performance, functionality, and environmental sustainability. Key areas of development include the adoption of single-material solutions, the gradual introduction of post-consumer recycled (PCR) materials in both plastic and glass, the offering of refillable or rechargeable solutions, and the application of Design for Recycling (DfR) criteria to new products, with the aim of reducing waste while also enhancing the functional efficiency of the proposed solutions.

The sustainability strategy also includes a rigorous approach to compliance management for primary packaging, with the aim of fostering a supply chain that is increasingly transparent and aligned with emerging international standards. The company is also working on developing internal frameworks dedicated to validating environmental claims, collecting technical documentation, and ensuring alignment with the requirements of major global markets.

This initiative is part of an ESG roadmap launched in recent years and progressively expanded through environmental monitoring, impact assessments, the establishment of dedicated KPIs, and supply chain

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engagement. Over time, Baralan has also implemented management systems and assessment tools designed to build an increasingly structured, responsible, and long-term growth model.

“Sustainability is now a central element in the development of cosmetic packaging and requires a concrete, structured, and technically feasible approach,” comments Caroline Baranes, Chief Business Officer. “Our goal is to develop solutions that combine innovation, functionality, quality, and regulatory compliance, supporting brands in a market increasingly focused on environmental responsibility.”

With this strategy, Baralan reaffirms its commitment to promoting a packaging model that combines high quality, technological innovation, and sustainability, responding to the needs of a constantly evolving sector and actively contributing to building a more responsible future for the beauty industry. In this regard, participation at the *Édition Spéciale at Luxe Pack Paris* (Booth F03) represents a key opportunity to showcase the latest innovations in sustainability and concretely illustrate the evolution of the path the company has undertaken.

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**About Baralan** - Since 1962, Baralan Group has been a consolidated player in primary packaging for the cosmetics industry. The company creates, designs, engineers, manufactures, and customizes glass and plastic containers along with related accessories for the beauty sector. The Group’s motto, Cosmetic Packaging Solutions, reflects its commitment to supporting its global customer base through an international organization and a fully integrated value chain. Baralan is dedicated to providing high-quality products, largely available in stock and across multiple global locations, to meet the growing demand for immediate and customized packaging solutions. The company is headquartered in Italy, with four manufacturing facilities, U.S. branches in New York, California, and 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 initial concept and R&D to production, quality control, and logistics. Today, Baralan positions itself as a historic Italian company with a dynamic vision and a strong international presence, distributing its products in more than 50 countries worldwide. The Group brings its “Created in Italy” philosophy to the world, representing beauty, design, impeccable taste, and a high level of quality and service.

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