

BARALAN

芭 俶 嵐

公 司 簡 介

目 录 CONTENTS

我们是芭侬岚 / WE ARE BARALAN	2
我们的使命 / OUR MISSION 我们的价值 / OUR VALUES	
可持续性 / SUSTAINABILITY	5
我们的义务 / OUR COMMITMENT 我们的资源 / OUR RESOURCES	
未来 / THE FUTURE	8
我们的愿景 / OUR VISION 我们的优势 / OUR STRENGHT	
团队 / THE GROUP	11



我们是芭偌岚
WE ARE BARALAN



我们的使命 OUR MISSION

芭偌岚设计、研发、生产和定制玻璃、塑料包材及相关配件，向护肤、彩妆和香水市场提供了种类广泛的优质产品。芭偌岚让意大利制造走向世界，是行业内外观瑰丽、设计高雅、品味独特的典范。加上芭偌岚卓越的品质和优质的服务，在包装的发展道路上一直受到全世界的赞赏和认可。

We design, engineer, manufacture and customize glass and plastic containers, with related accessories, to present to the market a wide range of high-quality products for Skincare, Make Up and Fragrance. We bring 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.



我们的价值 OUR VALUES

卓越、激情、诚信、创新是我们的核心价值观。精益求精地照顾客户的需求，提供最佳的化妆品包装解决方案。通过对美和日常工作保持热情，确保能够完全满足客户与芭蓓岚的合作伙伴的期望。通过个性增强团队合作，激发出新思想和新创造力。诚信为本，尊重规则、环境和人类安全。

Excellence, Passion, Integrity and Creativity are our core values. Excellence in taking care of the customers' needs to offer the best cosmetic packaging solutions. Passion for beauty and daily work to ensure to customers and those working with and for Baralan the full satisfaction of their expectations. Creativity for the development of new ideas and innovation through the enhancement of individuality and teamwork. Integrity as respect for the rules, the environment and the safety of people.



可持续性
SUSTAINABILITY



BARALAN

我们的义务 OUR COMMITMENT

芭侬岚加强了其环境、社会和公司治理战略，包括增加的产品组合和企业级别的举措，旨在创造一个更可持续的未来。两个举措代表了芭侬岚的成长，以及向更好、着眼于未来的企业转型。芭侬岚的ESG战略专注于两个关键领域实现有意义的可持续发展进程：优化其包装组合，减少环境足迹，以及发展一个整体的可持续发展框架，指导全公司的中长期转型。芭侬岚为拥抱美而生，现在是时候保护它了。

Baralan has strengthened its Environmental, Social and Governance (ESG) strategy, including the addition of several product portfolio and corporate-level initiatives aimed at creating a more sustainable future. Both moves represent Baralan's growth and tangible shift toward becoming a better, future-focused company. Baralan's ESG strategy focuses on making meaningful sustainability advancements in two key areas: optimizing its packaging portfolio to reduce environmental footprint; and developing a holistic sustainability framework to guide a company-wide transformation over the medium and longer term. Baralan was born to embrace beauty, now it's time to protect it.



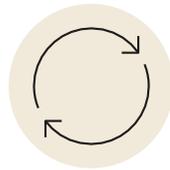
我们的资源 OUR RESOURCES

芭偌岚的商业决策基于社会责任的充分意识和尊重，不仅在产品的性质，创新和生态可持续的研究和生产中，尤其是在日常工作生活中也是如此。事实上这种敏感度超越了单纯的可持续产品开发，涵盖了公司的方方面面，公司在2020年底已通过ISO9001质量管理体系认证，同时也对无纸化和数字化领域进行了投资。

Baralan's business decisions are 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.



减量化
REDUCE



再循环
RE-USE



再生产
RECYCLE

未来
THE FUTURE



BARALAN

我们的愿景 OUR VISION

芭偌岚的包装体现了高品质:每个产品代表一个持久和可靠的项目,能够增强对内容物的保护,保证其价值和功能的完整性。因此,芭偌岚的品质在于其精密性、创新性和多功能性,提供了一系列可装饰、可定制的产品,同时带来视觉上的美学体验。并且其在不同的可用设备中具有实用性和功能性。高品质不是习惯,而是一种态度。这是芭偌岚的理念,与激情和卓越的完美结合,是公司核心价值观的关键基础。

Baralan's packaging is 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.



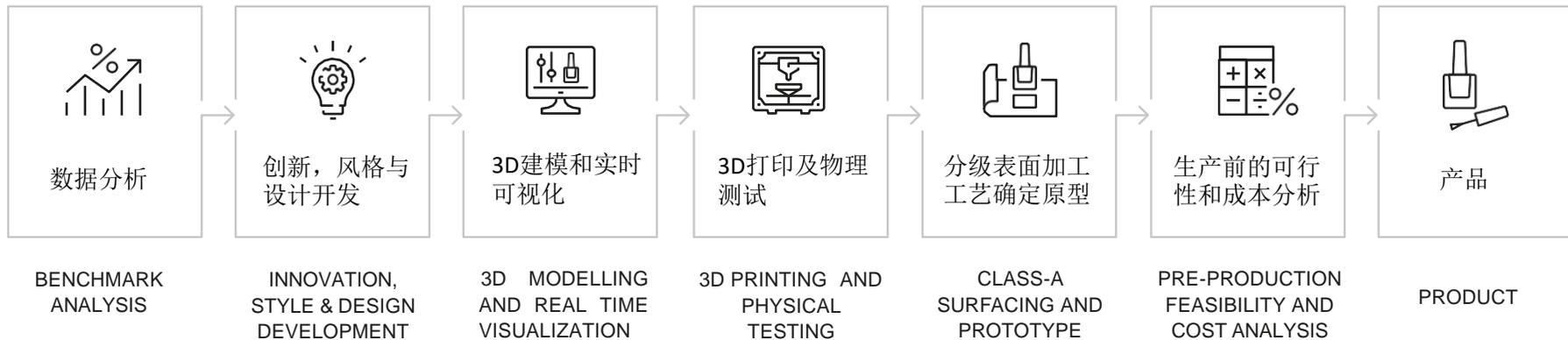
BARALAN

OUR STRENGTH

我们的优势

芭蓓岚内部的研发、质量、营销和信息科技部门是我们业务的核心资源，使我们能够以活力、信誉、灵活性和创新展望未来。他们每天致力于定义新的想法、风格和流程，使我们的集团不断发展。60年来，我们一直将我们的经验与创新技术相结合。作为灵感的主要来源，我们始终倾听和互动我们的客户。创新是我们的驱动力和变化，是我们的战略杠杆，指导我们公司的流程和产品的改革和持续优化。创新是通过一系列元素来实现的。这一系列元素通过开发有吸引力的包装，在使用的形状和材料上进行创新，在最小的细节上进行细致的处理，将设计和功能与高质量和优质服务相结合，为每位客户提供每种化妆品的最佳解决方案。

Our internal departments of R&D, Quality, Marketing and IT are central resources to our business that allow us to look to the future with dynamism, credibility, flexibility and innovation. They devote themselves daily to defining new ideas, styles and processes, which allow our Group to evolve constantly. For 60 years, we have been combining our experience with innovation, including technology, always listening and interacting with our customers, our main source of inspiration. Innovation is our driver and change, our strategic lever that guides the evolution and continuous improvement of our company's processes and products. Innovation comes to life through a set of elements aimed at offering to each customer the best solution for each cosmetic product through the development of eye-catching packaging, innovative in the shapes and materials used, cared in every detail, combining design and functionality with an excellent level of quality and service.



团队
THE GROUP

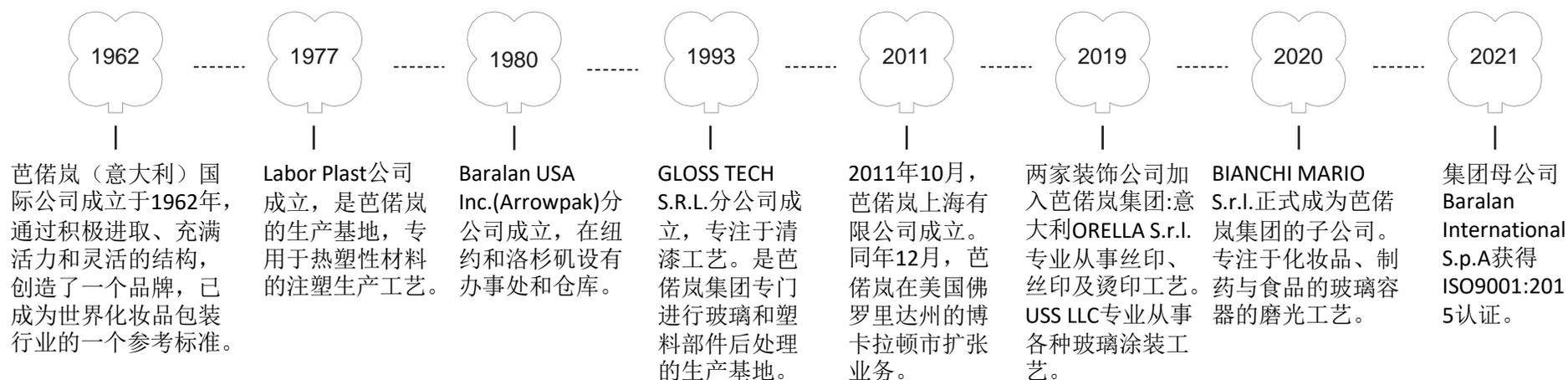


BARALAN

全球布局 GLOBAL PRESENCE

我们集团的座右铭是为客户提供化妆品包装解决方案。我们支持客户开发产品新概念以及打造新产品，向市场传递包装解决方案的内在理念。这要感谢我们的组织、国际结构和价值链强大的整合。提供高质量的产品意味着首先倾听市场及其要求，以及确保当地的供给，保障服务和订单交付的精准和高效。

Our Group's motto is Cosmetic Packaging Solutions: the intrinsic concept of solution conveys to the market how we support our customers with the development of a concept and the creation of a product, which is possible thanks to our organization, international structure and to 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.



BARALAN

全球商业分布 COMMERCIAL OFFICES



○ Decoration ● Production



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