PERSONAL CARE PACKAGING

Berlin Packaging has provided packaging solutions to personal care manufacturers and brand owners for decades. We help brands succeed in the marketplace with superior, affordable packaging.

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Personal Care Industry Experts

Providing premium packaging solutions for over 100 years.

The market for personal care products is vast, extremely competitive, and constantly changing. Every year, consumers are looking for new products to help them meet their beauty and grooming needs. As a result, dozens of new products are introduced every month, each looking to stand out from the rest. Packaging is a key differentiator when it comes to aesthetics, functionality, and user experience.

Berlin Packaging has provided packaging solutions to personal care manufacturers, beauty brand owners, and contract packers for decades. We help brands succeed in the marketplace with superior, affordable packaging delivered on time and within budget. From market insights to sustainability strategies, stock options to custom design, Berlin Packaging has the experience and expertise to help companies build their bottom line.

Comprehensive Approach

Our expansive suite of services and global capabilities allow us to effectively meet all of your packaging needs:

- Bottles & Closures
- Variety of Materials
- Stock Options

- Custom Structural Design
- Brand Strategy
- Brand Design

- Sustainability Capabilities
- Inventory Management
- And more...

- Bottles
- Jars
- Tubes
- Aluminum Cans
- Lotion Pumps
- Airless Pumps
- Foamers
- Fine Mist Sprayers
- Closures

Award-Winning Custom Design

Case Study: Pravana Pure Light.

Our Studio One Eleven® design and innovation team understands the importance of impactful design that not only demands attention at shelf but improves the user experience as well. We created one-of-a-kind packaging for Pravana Pure Light with simplified pour-and-measure dispensing that saves stylists both time and space. Our designers created a tall, thin bottle that is easier to grip than a bulky tub and takes up less room. They added a one-of-a-kind cap with a built-in funnel for an accurate, mess-free pour, and a second over-cap acts as a dosing cup for quick one-step measuring.

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The new packaging allows stylists that don't have much room an innovative, space-saving solution while providing the same amount of product. This design upgrade is much more intuitive, less bulky, and easier for the colorist to manage.

– Pravana's Director of Brand Marketing, Lissette Cruz

berlin® PACKAGING

We Believe Anything is Possible®

With over 100 years in the packaging industry, more than 1,500 packaging professionals and a global network of suppliers and warehouses, we offer 50,000+ SKUs of plastic, glass, and metal containers, closures, and dispensing systems across all markets for customers just like you.

Our Business Model

Berlin Packaging is not a distributor. We're not a manufacturer. And we're not a packaging consultancy. Instead, we're all three at the same time. We are best-of-breed amongst manufacturing, distribution, and value-added service providers. We are the world's largest global Hybrid Packaging Supplier®.

Hybrid **Packaging** Supplier®

Best Elements of a Manufacturer + **Distribution & Logistics** + **Value-Added Specialty Services**

Global Capabilities

Our mission is to improve our customers' net income through packaging products and services. With 60+ locations on four continents and a network of suppliers around the world, we leverage our global scale and capabilities to further our mission – and bring unique value to customers of all sizes at the local level – where it matters.

Specialty Services

We offer value-added services specialized to best address all your packaging needs.

Brand Strategy & Design • Quality Advocacy • Global Capabilities • Warehousing & Logistics • Financing & Consulting • Sustainability Solutions

Operational Excellence

· ISO 9001 Certified
· 99% on-time delivery for 15+ years
· Dedicated Quality Service Division
· Industry-leading customer thrill scores
· Sustainability and safety focused

Visit our website or call the number below to be contacted by a Packaging Consultant.

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