

**PRESS RELEASE**

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## **GEKA continues sustainability push across entire value chain**

### **Independent CDP rating recognizes GEKA for supplier engagement on climate change**

**In line with its vision of creating a cleaner beauty industry, GEKA has been awarded a B Supplier Engagement Rating (SER) by the CDP for reducing the climate impact of its supply chain. The rating builds on an overall climate change score of B for GEKA in 2021, illustrating how the high precision beauty application expert is taking a leading role in sustainable cosmetics.**

SER scores are calculated by the CDP across multiple criteria: governance, targets, scope 3 emissions and value chain engagement. Companies undertake a CDP climate change assessment, with results used to arrive at an overall result. Ultimately, the awarded rating denotes the efforts made by a company to engage with its supply chain to minimize carbon emissions. Information provided by the CDP can be used by businesses to set further targets to tackle climate change and provide transparency to customers.

“One of our key targets for 2025 is to reduce the carbon footprint of our global value chain by 30% compared to 2019 and we are committed to working closely with our supply chain to achieve this,” explains Girts Cimermans, CEO, medmix. “We want our suppliers to be part of our journey towards a low carbon future, which means engaging with them regarding materials, logistics and types of energy used. By sharing these initiatives, we demonstrate to our customers that by choosing GEKA, they are partnering with a business which is actively working to improve sustainability in the beauty industry.”

As a part of medmix, a global leader in high-precision delivery devices, GEKA is disclosing its activities with the CDP. This is aligned with the transparent, integrated approach that all medmix segments are taking towards improving their environmental footprint. Under this ongoing effort, GEKA has had its carbon inventory independently assessed by the TÜV NORD last year and is also signed up to Science Based Targets Initiative (SBTi), which conforms to the Paris Agreement to reduce greenhouse gas emissions.

“To help our customers confidently deliver cleaner cosmetic products to end users, we regularly introduce newer and more sustainable packaging and applicator ranges, such as the Reborn Collection. These are produced using biopolymers and recycled materials while ensuring the same high-precision quality as traditional solutions,” Girts adds. “Our suppliers enable us in developing these sustainable innovations, allowing us to create cosmetic packaging at a lower cost to the planet.”

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**About GEKA GmbH**

*GEKA GmbH, founded in 1925, is one of the world's leading manufacturer, supplier and wholesaler for high precision beauty application solutions including mascara, lip gloss, concealer, micro brushes and beauty tools. In addition, GEKA is offering Fully Finished service. GEKA's product expertise, constant flow of innovations and countless patents mark us out as the application specialists. Since 2021, GEKA is part of the Swiss company medmix. With the German headquarters, sales offices in Sao Paulo, Paris, New York City, L.A., Poland as well as additional manufacturing sites in Elgin, USA, Sao Paulo, Brazil, and Shanghai, China, the company demonstrates an established global footprint. 800 committed employees around the globe achieve the difference.*

[www.geka-world.com](http://www.geka-world.com)

**About medmix**

medmix is a global leader in high-precision delivery devices. We occupy leading positions in the healthcare, consumer and industrial end-markets. Our mission is to provide innovative solutions to help millions of people live healthier and more confident lives. Our customers benefit from a dedication to innovation and technological advancement that has resulted in over 900 active patents. Our 12 production sites worldwide together with our highly motivated and experienced team of 1'900 employees provide our customers with uncompromising quality, proximity and agility. medmix is headquartered in Zug, Switzerland.