

**PRESS RELEASE****GEKA GmbH**  
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## **CDP report reaffirms GEKA's position as a leader in sustainability**

**GEKA, a pioneer of high precision beauty application solutions, has been recognized by the CDP for leading the way in cutting the environmental impact of plastic product manufacturing. The report, which awarded a climate change score of B, will be used by the company to support its sustainability strategy and provide transparency to its customers and suppliers.**

The CDP, previously the Carbon Disclosure Project, is an independent non-profit organization that offers investors, companies, cities, states and regions the ability to accurately disclose their environmental impact. Considered the gold standard of environmental reporting, the CDP provides comprehensive datasets to help with the creation of sustainable economies.

As a forward-thinking business driven by authentic and visible leadership, GEKA disclosed its environmental impact with the CDP. This enables the company to evaluate its environmental policies and ongoing efforts to support climate resilience with a carbon neutral economy. The results of this year's report recognized GEKA's positive actions towards climate change and water security.

"Working with global experts such as the CDP is a key component of our ongoing sustainability strategy," Maxime Darimont, Sustainability Manager at medmix explains. "We are delighted to see our scores improve every year as a result of our continuous improvement strategies. Our continued disclosure with the CDP will help us to accurately monitor our progress, sharing it with our customers and suppliers with complete transparency."

GEKA is tirelessly working to reduce the environmental impact of its products and operations, outpacing the majority of plastic product manufacturers, as the industry average score is a B-. In fact, the B score achieved by GEKA has already fulfilled its target to reach this climate change rating by 2025.

As well as increasing low carbon electricity usage across its facilities worldwide and reducing shipping by air, GEKA has signed up to the Science Based Targets Initiative (SBTi) to minimize its greenhouse gas emissions. In 2021, it also independently verified its CO<sub>2</sub> inventory with TÜV NORD. By 2025, the business expects to reduce its carbon footprint on its global value chain by 30% compared to 2019.

The business has increased the usage of recycled and bio-based materials across its products, in addition to launching the sustainable Reborn collection. Taking the whole product lifecycle into account, GEKA also aims to send no waste to landfill by 2025.

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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.