

PRESS RELEASE

April 2024

GEKA IS FINALSIT AT IT AWARDS MAKEUP IN PARIS 2024

25 April 2024, Bechhofen, Germany.

GEKA's Innovative PCR-PP Material Selected as Finalist at IT Awards MakeUp in Paris 2024

A panel of industry experts has selected GEKA, medmix's beauty brand, as one of ten finalists in the packaging category at this year's MakeUp in Paris Innovation & Trends (IT) Awards. The nomination recognizes the company's development of the first-ever formulation compliant post-consumer recycled polypropylene (PCR-PP) material for primary cosmetic packaging.



Visitors to MakeUp in Paris will be able to explore the benefits of the PCR-PP material, as well as GEKA's other beauty solutions, at booth J20 from May 29-30 at the Carrousel du Louvre. The material will also be showcased in the show's IT area, where it will undergo evaluation by a distinguished jury of industry experts.

Developed in close collaboration with GEKA's long-standing partner WIS-Kunststoffe, the innovative material was nominated for its ability to not only match the performance of virgin materials in color brilliance and durability but also reduce CO₂ emissions by 75% compared to traditional materials. It has been tested according to several strict international standards aimed at both the cosmetics and food production sectors, making it suitable for direct contact with formulations like those found in bottles and rods.

As it behaves identically to virgin material there's no need for manufacturers to adjust tooling or processing equipment. This makes it a zero-investment solution that offers a zero-investment solution for brands looking to make a significant step toward sustainable packaging.

"We are thrilled that our new PCR-PP material has reached the finalist stage at this prestigious event," said Stefanie Gunz, Head Global Marketing at GEKA. "This innovation reflects our commitment to merging top-tier performance with environmental stewardship.

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By choosing this material, brands can proudly showcase their dedication to sustainability without compromising on quality or design."

MakeUp in Paris 2024 will gather the most innovative and successful skincare and make-up brands in the heart of the city. It aims to spotlight the latest trends and foster unique collaborations in the beauty industry.

"It's an honor to see our efforts in sustainable packaging innovation recognized on such a prestigious platform," said Stefanie Gunz, Head Global Marketing at GEKA. "This nomination is not just a win for GEKA but a win for the future of sustainable beauty solutions worldwide."

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 customers benefit from a dedication to innovation and technological advancement that has resulted in over 900 active patents. Our 15 production sites worldwide together with our highly motivated and experienced team of nearly 2'000 employees provide our customers with uncompromising quality, proximity and agility. medmix is headquartered in Baar, Switzerland. Our shares are traded on the SIX Swiss Exchange (SIX: MEDX). www.medmix.swiss

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