

**PRESS RELEASE**

June 2023

**GEKA'S VIBRANT PACKAGING CAPABILITIES RECOGNIZED AT MAKEUP IN PARIS 2023**

June 06, 2023, Bechhofen, Germany.

**GEKA's vibrant packaging capabilities recognized at MakeUp in Paris 2023**

medmix Beauty brand GEKA has been selected as a finalist in the Packaging category of the Innovations & Trends (IT) Awards at MakeUp in Paris 2023.

Nominated by an international panel of industry experts, the cosmetic innovator's patented shadow printing service helps customers to deliver products that enable and embody stunning looks. Visitors to the event can view the incredible surface finishes of this striking decorative technology, and discover GEKA's other precision beauty solutions, on booth J20 from June 14 -15 at the Carrousel du Louvre.



**IT AWARDS**  
MakeUp in Paris  
SKINCARE & MAKEUP INSPIRATION  
[ 2023 ]  
**FINALIST**

**NOMINEE**

**PACKAGING**

**GEKA GMBH**  
SHADOW PRINTING

Booth J20

It's not enough for a beauty product to deliver outstanding looks. It must also clearly differentiate itself against strong market competition. GEKA offers a full service for cosmetic packaging with shadow printing as its latest innovation, unlocking new aesthetic possibilities and brand design language for truly eye-catching products.

A 360° design application, shadow printing modifies the surface of bottles and caps without using additional foil or ink. Matt or shiny surfaces are possible, even within the same design for ultimate visual impact. Custom shapes, patterns and textures are also attainable for a truly vivid aesthetic. With almost endless possibilities, especially when combined with

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GEKA's hot foil stamp or silk screen printing, beauty brands now have the tools required to outshine their competition.

"We're delighted to see our shadow printing service nominated at the IT Awards 2023. As well as a real step forward in cosmetic decoration, it's a lower carbon technology as it needs no additional materials. This way, our customers can launch new looks with sustainability factored into the look of their products. We're excited to welcome visitors to our stand to explore these benefits at MakeUp in Paris" said Stefanie Gunz, Head of global Marketing at GEKA.

MakeUp in Paris 2023 will gather the most dynamic, creative and successful skincare and make-up brands in the heart of the world's beauty capital. The IT Awards ceremony takes place during the event, with international prizes presented by a jury for the best in cosmetic innovation.

medmix, together with its Beauty brand GEKA, is a global leader in high-precision delivery devices. It's cosmetic applicators and packaging are world-renowned. The customers are encouraged to directly collaborate with the company during the research, development and prototyping processes. Formulation, lab testing, applicator development, packaging design, printing and filling are all available as part of a complete package.

"We take a turnkey approach to beauty products but like our packaging, each service can be tailored," said Stefanie Gunz. "Consequently, not only are our packaging and designs unique but so is our service."

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**About GEKA**

*Founded in 1925, the GEKA brand is a world leading manufacturer, supplier and wholesaler for high precision beauty application solutions for mascara, lip gloss and concealer products. With deep expertise in beauty tools, twisted wire brush and micro brush technologies GEKA represents continuous innovation through its numerous patents. As part of medmix, a global provider of high precision delivery devices, GEKA offers worldwide access through manufacturing sites in Bechhofen, Germany, Elgin, USA, Sao Paulo, Brazil, and Shanghai, China.*  
[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 customers benefit from a dedication to innovation and technological advancement that has resulted in over 900 active patents. Our 14 production sites worldwide together with our highly motivated and experienced team of around 2'100 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](http://www.medmix.swiss)*

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