

## PRESS RELEASE

October 2022

### MEDMIX BEAUTY (GEKA) APPOINTS NEW HEAD OF GEKA

October 1, 2022, Bechhofen, Germany.

## medmix appoints Oliver Vogel as new Head of GEKA

medmix, global leader in high-precision delivery devices, appoints Oliver Vogel as new Head of its Beauty brand GEKA, effective October 1<sup>st</sup>, 2022.



In his new function, Oliver Vogel will further develop and refine the Beauty portfolio and product strategy, source new growth opportunities and lead GEKA on its path towards a sustainable future.

Oliver brings a wealth of knowledge of international B2C and B2B markets and extensive product experience in personal care, hygiene, surface cleansing, personal protection equipment, food and sustainable packaging.

He joins GEKA from Weckerle Packaging, where he served as Managing Director, in charge of the company's factories in Switzerland and India. Previously, Oliver held various leadership positions at Kimberly-Clark and Unilever where he built broad business experience across Finance, Supply Chain, Revenue Management, Sales, Marketing and Manufacturing functions.

"I am pleased to welcome Oliver as Head of our Beauty segment GEKA," said Girts Cimermans, CEO of medmix. "With his wealth of business experience from across various industries he will be a great asset to medmix. I wish Oliver all the best in his new position."

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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 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](http://www.medmix.swiss)*

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