

December 16, 2021. Bechhofen, Germany.

## **Going Platinum: GEKA once again earns place in the top 1% of EcoVadis sustainability rating**

**GEKA, a leading provider of high precision beauty application solutions, has once again been awarded a Platinum medal for sustainability by EcoVadis. This rating places GEKA in the top 1% of companies assessed in its sector for the second year running.**

EcoVadis offers companies a way to reliably assess and benchmark their sustainability activities through comprehensive reports. The information provided can be used by businesses to steer sustainability strategies, providing customers and suppliers with complete transparency along the way.

An overall score is calculated from the assessment of four separate categories. GEKA was rated in the top 6% of companies in both Environment and Sustainable Procurement categories, among the top 5% for Ethics and in the top 1% for Labor & Human Rights. This strong performance ensured that GEKA was awarded the highest medal offered by EcoVadis, placing it in the top 1% of companies in its category.



“We are delighted to receive our second EcoVadis Platinum medal, as it recognizes the hard work of our entire organization in realizing our sustainability strategy,” says Florent Lafond, CEO at GEKA. “Working with independent experts to benchmark the environmental footprint of our activities is a key aspect of our commitment to continuous improvement. This information is also vital for sharing our progress with our customers and suppliers, helping us to support their initiatives and create greener supply chains.”

As well as working with recognized experts, GEKA calculates its own carbon footprint annually using Greenhouse Gas (GHG) protocol. In addition, the business is signed up to the Science Based Targets Initiative (SBTi), following a clearly defined path to lower its greenhouse gas emissions in line climate science. In terms of operations, GEKA has already reduced shipping by air freight, while increasing the percentage of low carbon energy used at its facilities globally.

GEKA is also improving sustainability across its products. The Reborn collection of mascara, lip gloss, eyebrow brushes, cleaning pads and accessories features 93% bio-based and recycled materials as well as brushes made from 100% renewable raw materials. Usage of these materials is growing across the wider range too.

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As part of its commitment to creating a cleaner cosmetics industry, the business has set itself ambitious targets for the future. By 2025, GEKA aims to reduce the carbon footprint on its global value chain by 30% compared to 2019 and send zero waste to landfill.

**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.