

PRESS RELEASE

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GEKA LAUNCHES SHADOW PRINTING SERVICE FOR STANDOUT COSMETICS PACKAGING

16 March 2023, Bechhofen, Germany.

GEKA launches shadow printing service for standout cosmetics packaging

Just like delivering stunning looks, beauty products need to stand out on the shelf: GEKA, the Beauty brand of medmix, has launched its all-new patented shadow printing service at Cosmopack Bologna 2023. A more sustainable process using no additional foil or ink, it delivers striking surface finishes for packaging, helping customers achieve perfect brand aesthetics.

Visitors to Cosmopack Bologna 2023 can meet with GEKA experts on Booth E28/F27, Hall 15 from 16-18 March to see the results and possibilities of the brand's shadow printing service first-hand.



As a pioneer of high precision beauty application solutions, GEKA is a leader in developing standout packaging and decorations. Backed by decades of beauty industry experience and market knowledge, shadow printing is the latest patented advancement to the brand's portfolio.

"This brand-new process is more sustainable as it modifies the surface of cosmetics packaging without using additional foil or ink, and without impacting recyclability. Suitable

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for bottles and caps, shadow printing has 360° design application, for a combination of matt and shiny surfaces. Consequently, our customers can build striking new looks for their brand or specific product ranges,” said Adrian Cawsey, Senior Sustainability Manager of medmix.

“Shadow printing is incredibly flexible, allowing complex customized elements and patterns to be applied to bottles or caps. Combined with textures that create vivid surface finishes, customers can create extraordinary aesthetics that reflect brand identity. In fact, matt and shiny surfaces can be incorporated within the same design for maximum visual effect. When supplemented with hot foil stamp or silk screen printing, the opportunities are almost endless, ensuring uniqueness for any cosmetic”, explained Huong Bister, Head of global R&D at GEKA.

GEKA is a part of medmix, a global leader in high-precision delivery devices. Offering a full beauty service for cosmetic applicators and packaging, the business invites its customers to closely collaborate throughout the product development process.

Support is available from initial design right up to full manufacturing – including formulation, lab testing, applicator development, packaging design, printing and filling. Customers can pick and choose relevant services for their projects, ensuring a turnkey approach. As a result, an optimal beauty product is developed faster, ready to standout on the market.

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

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

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