

GEKA UPDATE

|| SUSTAINABILITY
& SOCIAL
RESPONSIBILITY

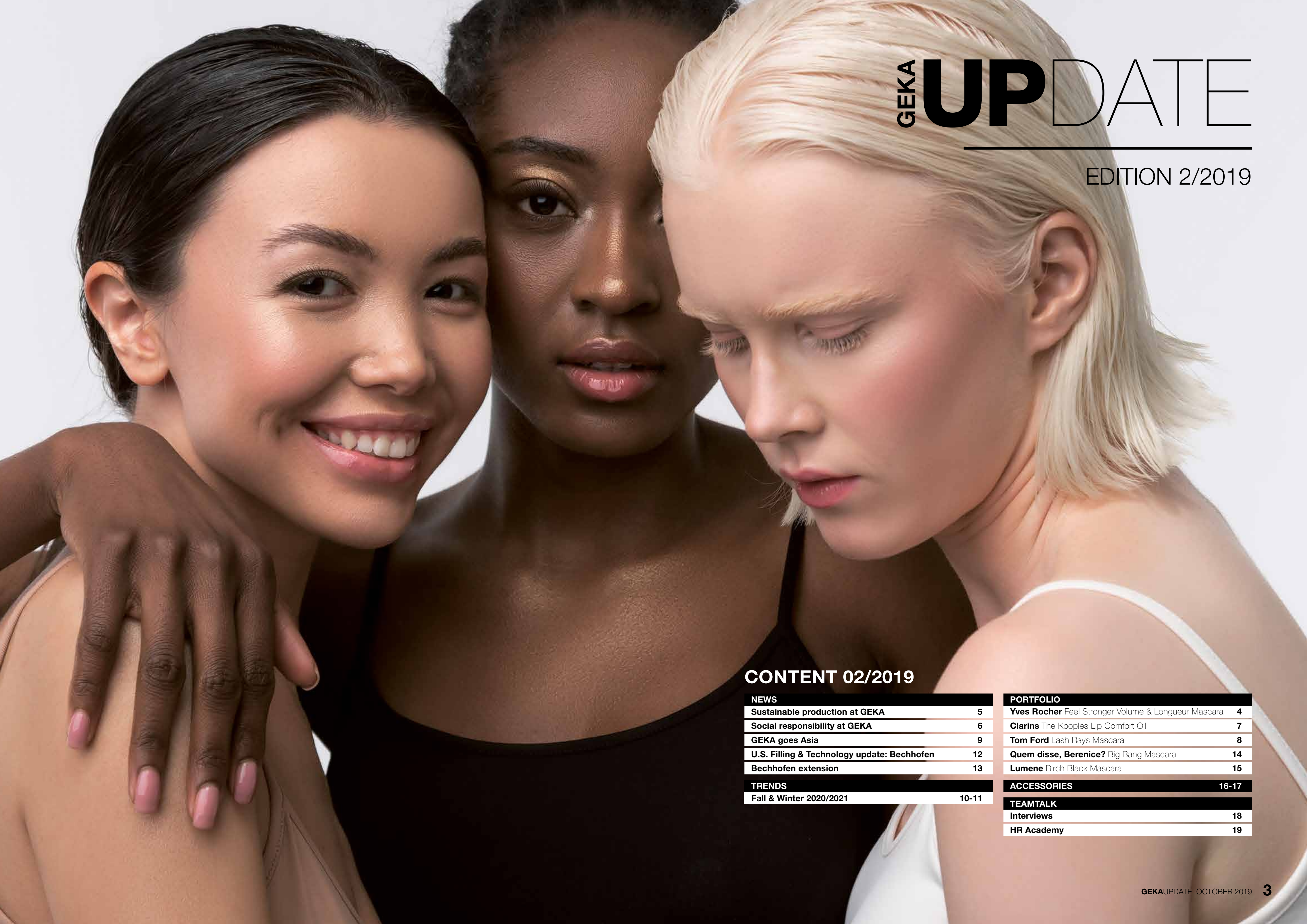
|| U.S.
FILLING

|| ACCESSORIES
ORGANIC
& POWERFUL

|| GEKA
GOES ASIA

2

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GEKA **UPDATE**

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YVES ROCHER

FEEL STRONGER VOLUME & LONGUEUR MASCARA



Yves Rocher now has the solution for every woman who dreams of voluminous, extra-long eyelashes: the new Feel Stronger mascara! Because this mascara can do both! The magnificent design of it lives up to its name and radiates self-confidence and strength.

The combination of stylish, rose gold hotfoil printing and deep black plastic give the mascara a hint of seduction. Thanks to the satin matte lacquering, the allure is perfect. The Yves Rocher logo sublimely crowns the cap, giving the mascara the cherry on top.

The bamboo fibers and acacia resin in the care texture thicken the eyelashes and color them intense black – for extra volume and extra length. With this mascara, every woman will feel STRONGER.

“*Delivering on our responsibilities towards people and the environment is our top priority.*”

SUSTAINABLE PRODUCTION AT GEKA:

For a clean environment!

As a global production company, we are aware of our special responsibility for **maintaining a clean environment**. Our environmental management system is tailored to address different aspects of **sustainability**. Our most important contribution to sustainability is our **low-waste approach to materials and production management**. We use **recyclable plastics** whenever possible. Plastic waste is carefully processed in line with our high quality standards and then returned to the production chain as regrind. The bottles and caps of our “green” mascara collection “vertTENTATION” are a shining example of our commitment to sustainable packaging and are **produced almost entirely from post-consumer recycled materials**. The brush filaments used in this collection are also made from 100% **renewable materials**. We use leading-edge oil purification systems to maximize the lifetimes of oils used in our production process. GEKA also takes great care in its use of water – the elixir of life – with a **closed-loop cooling system** in which water is circulated to provide **sustainable industrial cooling**.

At our head quarter in Bechhofen, Germany, we rely on the efficiency of our own **environmentally friendly cogeneration unit** to supply both energy and heat. And our commitment to sustainability does not end at the gates of our plant: In logistics, we rely on efficient, **recyclable transport materials** that our customers and partners can easily dispose of by returning them to the materials cycle.

In short, sustainability is a part of our corporate culture. But rather than resting on our laurels, we are constantly looking for new opportunities to expand and enhance our **green production methods** and protect people and the environment.

SOCIAL RESPONSIBILITY AT GEKA:

Bringing diverse people together

Bringing together people from a wide variety of backgrounds, countries, and age groups, with all their different experiences, is the goal of an open, modern society – and an unalterable part of our company DNA.

Experienced employees act as role models and mentors for the next generation, sharing practical know-how and in-depth knowledge. In return, we reduce the working hours of employees aged 58 and over by four hours per week, enabling them to enjoy more rest and recreation. In order to promote diversity and break down language barriers at GEKA, we actively promote the inclusion of **people with migrant backgrounds**. These employees now make up around 20 percent of our total production team.

As a contribution to the inclusion of people with disabilities, GEKA offers an attractive and accessible working environment with a variety of different job areas.

We help employees to **maintain their work-life balance** by providing flexible work hours as well as **"school-friendly" shifts for single parents** (e.g., weekly work blocks alternating with free weeks), including employees involved in our production operations. As a member of the Bavarian initiative "Familienpakt Bayern" (Family Pact for Bavaria), we intend to strengthen our efforts in this area and to work closely with employees to improve their work-life balance in the future.

Maintaining the **health and well-being** of our employees safeguards their performance and is in the interest of our company – but it is also an issue dear to our heart. We work hard to ensure that employees enjoy a **safe and healthy working environment** by providing free drinking water and fresh fruit as well as staging special well-being days, supporting participation in sporting events, and through a host of occupational safety measures.

At GEKA, corporate social responsibility extends far beyond the gates of our plant. We work with **suppliers** that share our values of sustainability and social responsibility and evaluate their performance in these areas on a regular basis. We are also engaged in our community and support nearby schools, clubs, and workshops for the blind and disabled through donations, sponsorships, and joint events.

Social responsibility starts with the smallest things, which all add up to deliver positive impacts on a large scale.

CLARINS THE KOOPLES LIP COMFORT OIL

Cosmetics empire meets fashion dynasty: The two traditional Parisian brands Clarins and The Koooples have banded their strengths to spread French aesthetics all over the world. The successful duo has jointly developed a brand-new Lip Comfort Oil in two versions that rely on GEKA's proven lipDEFINER MAX applicator.

The packaging is classically designed. The bottle colorfully captivates with timeless stylish printing and transparent UV lacquering. Two highly nutrient-rich plant oils, hazelnut and organic jojoba, combined with an oil specific to each shade, provide a natural care effect.

The application is thoroughly professional and especially sensitive: as if you were touching your own lips directly...

The result is flawlessly even lips: two strokes above and one below on the lips, done!

TOM FORD

LASH RAYS MASCARA

Tom Ford stands for highest quality, classic style, and an elegant look. That is why we are especially proud of having been tasked with the development of the new mascara "Lash Rays".

The packaging design gleams in classic white. The refinement with shiny hotfoil printing in gold on the cap and the mix of glossy and matte foils on the bottle create a look of extremely high quality. The transparent lacquering conjures up an even more special elegance for the mascara.

The precisely shaped fiber brush creates voluminous eyelashes with "sunny" coverage, giving them a touch of glamour and drama.



GEKA GOES ASIA

New production site
in Shanghai

GEKA is using the synergies of its parent company Sulzer AG and is starting its own production facilities for the beauty segment in the Shanghai plant, which has existed since 1991. By expanding its own capacities, GEKA will move closer to its steadily growing customer base in the Far East and improve its ability to address their needs. The modular BBS system, already well established in Germany and the USA, is now also in demand in the Chinese market. The first lip gloss production started up on contract with a local cosmetic manufacturer in July. The BBS consists of an extensive product catalog of applications developed in-house and packaging solutions with endless combination options; these can be produced in a short time using a variety of plastic production technologies, partly GEKA patented (injection molding 1K, 2K, Moltrusion, Sandwich, and IBM) and then be assembled ready for filling. The APAC (Asia Pacific) sales team is convinced that the demand for BSS items will grow steadily in China. With trends changing constantly, the Chinese cosmetics industry needs time-to-market solutions that can be implemented quickly for newly developed cosmetics. The BBS range offers an attractive solution for this. The proven GEKA BBS system will now be introduced to the Shanghai location and further expanded with components and applicators from Germany.

In addition to the existing injection molding and assembly department, GEKA has committed additional experts, especially local designers and project managers, to this location. This will enable GEKA to better support the needs of the Chinese market. Work areas for injection blow molding (IBM) and decoration machines are also to be established by the end of the year. At the moment, GEKA Shanghai is negotiating with local filling operations in order to be able to offer customers marketable product units on demand. To expand and strengthen GEKA's presence in the Asian market, the GEKA team will be present with their own booth at **Cosmopack in Hong Kong** for the first time this year in November. Visit us in **Hall 3 at booth D10** and get in contact with our local team!

COMMUNITY

LOOKS

A new idea in social cohesion takes its inspiration from community. Sharing is caring means sharing and reusing things, a hint of patina and vintage producing a style where perfect imperfection creates boundless authenticity. Classic subtle eye makeup in powdery, soft rose shades in a texture that can be used for eyes, cheeks, and even lips. Experimental interplays of color on the lips arise from metallic and matte effects. Biodegradable glitter particles on lips and eyes become eye-catching patterns, colors from jade and opal blue to wine red to warm shades of orange and khaki bring the allure of 70s glamour back to the present.

PACKAGING & DECORATION

Round glass containers in a variety of shades with smooth caps with a winding batik look and colorful plastic elements such as disposable lighters with obvious traces of use, decorated glass jars with plastic caps, and bracelets made from recycled materials testify to the playfulness of the 70s lifestyle. Lettering and logos, inspired by classic handicrafts such as cross-stitch and embroidery work, give the whole design a soft, tender visual appeal. The faded coloring of the letters radiate calm. The interweaving of the textiles and illustrations take up the community idea visually, and boundaries blur through simple pen drawings, stitches and textures.

TRENDS FALL & WINTER 2020/2021

COCOON

LOOKS

Trust and security in application thanks to sustainable ingredients and local production: Cocoon stands for natural purity and safe products that even mothers would use for their children. At first glance, delicate pink and baby blue create light color accents on eyes and lips thanks to translucent, milky, and glossy textures. The second glance reveals blossoming beauty: a touch of light, creamy matte pink blush on the cheeks to let the face appear "more natural". At the same time, the ingredients protect the skin owing to natural care complexes.

PACKAGING & DECORATION

Rounded, smooth containers stylishly and hygienically protect the products in the Cocoon beauty series. Transparent elements reveal the shade inside the haptic packaging. Simple, round lower-case lettering, which provide a three-dimensional impression as paper sculptures, underscore the softness and clarity of the total product. Colonies of soap bubbles, shimmering in pastels, form a casual, pleasant background. Soft plastic shapes with even drops are reminiscent of sea anemones in delicate pink and creamy white, playfully relating to the naturalness of the ingredients.

SEEKER

LOOKS

The bond with the Earth, with its winding, "broken" shapes and shades, embedded in an utterly romantic aesthetic: This connection inspired the development of Seeker. An "intended lack of clarity" defines the design of the makeup. Delicate pink-violet covers your cheeks with a matte finish. Dramatic imperfection in dark matte shades coupled with light metallic accents stretches from eyelids to eyebrows. The focus for the lips is only on the contour, which gains more depth from the light smudging of the matte textures. Naturalness and sustainability – always infused with a breath of romantic intimacy.

PACKAGING & DECORATION

A distinct environmental awareness and the material sustainability that permeates it define the design and typography of Seeker. The creations take a variety of irregular shapes from nature: twisting vessels with mysteriously gleaming shades of lilac are surrounded by entwined spirals of leaves. Dark glass marbles form a harmonious counterpart as flawless round elements. The shape shrouds the typography in mystically enveloping clouds of fog and smoke – obscurity, indistinctness as a principle!

WEIRDO

look

Stand out at (almost) any cost. Cool and cocky, expressive to outright kitsch: that is how the color world of Weirdo breaks new ground. Its showy textures and exaggerated statements revive the era of the late eighties and early nineties – but with environmentally friendly materials and formulations. Highly pigmented fuchsia glows on your cheeks. Vivid, almost neon shades with peel-off formulations on lids and lashes with clear line control or statements in acrylic wax finish on your lips define the rebellious look of Weirdo.

PACKAGING & DECORATION

The design takes up the intense colors and extreme originality, but its style is more classically subtle and thoroughly environmentally sound. The freedom and sass of expression is reflected in the design of the product packaging. Sources of inspiration are the poster worlds of the 80s and 90s: fun-loving, with collages that appear to be created from clippings and giant letters. And the lettering: certainly bold, penetrating, uncompromising in the messages it carries.

U.S. FILLING

NEW FILLING LINE IN THE USA

GEKA Germany has operated its own filling line at the company's headquarters in Bechhofen since 2011: a success story that will now be continued at the plant in Elgin, Illinois (USA). The filling line is part of GEKA's "Fully Finished" service package, which is increasingly in demand. Customers will be accompanied by "their" contact person along the entire production chain – from development and product launch to decoration and filling.

The fully automatic filling and capping system has been in operation in Elgin since July 1, 2019. The maximum filling capacity of this state-of-the-art system is an impressive 15 million units per year. GEKA customers in the region, who until now were served by GEKA's European operation, will benefit immediately from a shortening of delivery times by six to eight weeks – promising a potentially critical advantage in the time-to-market margin. An in-house laboratory for product testing was also established. In accordance with its function,

all rooms have state-of-the-art temperature and humidity control systems. Contracts for performing external microbiological tests were also concluded with certified local laboratories.

The new filling line also meets the highest demands for quality and hygiene thanks to the many years of know-how developed at Bechhofen. The Bechhofen quality and engineering teams have already extensively trained the Elgin team and certified them for proper machine operation, maintenance, quality reporting, and quality testing. The first customers have already signaled definite interest in qualifying as quickly as possible at the new location and relocating their production there promptly.

TECHNOLOGY UPDATE: BECHHOFEN

ROTARY PISTON PUMP INCREASES FILLING CAPACITY

The replacement of the rotary valve pump with a new rotary piston pump, planned for the end of the year, will significantly increase the efficiency of the filling line at the Bechhofen location. In addition, the facility's bottle feed system is to be automated, providing more efficient process flows over the long term. Following the modernization of the system, it will be possible to output up to 200,000 product units per week, which corresponds to an annual capacity of around ten million fillings. The rotary piston pump will lie at the heart of a modern production line for a variety of product units such as mascara, eyeliner, and eye shadow. This expansion will enable GEKA to better meet the increasing demand of primarily American and European customers. The in-house filling service established in 2011 has seen an increase in demand as a result of the low minimum number of units required per filling order (just 20,000 units).

Good for customers: The new pump will significantly increase not only the quantity, but also the range of applications for the GEKA filling line. With the new rotary piston technology, even masses with lower viscosity, such as lip gloss, can be filled reliably in the future.

BECHHOFEN EXTENSION

MORE ROOM FOR NEW PRODUCTION CAPACITIES

In order to make the entire production chain more efficient as well as more transparent, GEKA began to expand its capacities at the Bechhofen plant in August 2019. A 10,000 square meter extension is to be erected there by October 2020, housing production facilities for painting and metallizing, screen printing, logistics, assembly, and stamping. This extension will be flanked by investments in the latest automation solutions and assembly concepts as well as 50 new office positions in order to enhance GEKA's market presence in the prestige sector. Complementing previously established technologies, the new prestige manufacturing sector in these new facilities bring cutting-edge technological know-how to Bechhofen.

In future injection molding, injection blow molding, assembly, and stamping technologies will all be applied on site to create an efficient manufacturing process. "By promoting the insourcing of additional core competencies under one roof, we will consolidate the strengths of both our German sites, while also enabling us to expand our material and process flows," explains GEKA CEO Bernd Wagner. "In the process, we will increase our vertical integration and be able to act faster and more cost-effectively in the market." Improvements in product safety are also on the way, according to Wagner: "The extension will make it significantly easier for us to meet the GMP requirements for product manufacturing, product control, and logistics for cosmetic products."

8 WEEKS LEADTIME MOQ 10K.

Referring to 2 full size mascara versions.

For more information contact your sales person.



QUEM DISSE, BERENICE?

BIG BANG MASCARA

The Big Bang mascara from the Brazilian brand Quem Disse, Berenice? sports an extravagant cap design that GEKA's experienced technical team realized with a customer-exclusive tool. The heart shapes on the black cap are not only chic, but also provide grip during application.

The half-closed fiber surface of the twisted brush provides a visibly more even distribution of the formulation when the mascara is applied. The EOS2K fiber from GEKA impresses with a stable fiber core that ensures the stability needed during application and is surrounded by a super soft outer surface. No chance for clumpy lashes!

The bottle design is in perfect harmony with the cap: metalized in rose gold and with black and white silk screen printing. A mascara with an integrity of design thanks to GEKA's Fully Finished service: manufacturing, decoration, and filling from a single source.



LUMENE

BIRCH BLACK MASCARA

It was our special pleasure to welcome our customer LUMENE to our headquarters in Bechhofen, Germany, for a brush workshop. In the space of a day, we were able to develop the ideal packaging and brush combination, aligned with the product promise. The custom samples were modified and perfected based on the desired makeup look. The result: LUMENE's new Birch Black Mascara. The highlight of the new Birch Black Mascara is a fiber brush made from GEKA's

organic greenLINE fibers, consisting of 100% renewable raw materials from the castor oil plant. The birch look of the product packaging, featuring gleaming white hot-foil printing, creates a harmonious contrast to the deep black plastic of the bottle and cap. Infused with a natural texture obtained from Finnish birch charcoal, LUMENE launches a perfectly sophisticated mascara that will conjure deep black, beautifully elegant eyelashes!



Beauty accessories unite with natural purity. Our sustainable range of products extends from cosmetic brushes, konjac sponges, face and hair brushes to cosmetic bags in a wide variety of natural materials, such as bamboo, cork, kraft paper, and straw.

Be inspired by our extensive selection. We'll be happy to advise you.

We create individual beauty accessories for every style, because every person is different and unique. Our aspiration: Products that meet your personal needs and emphasize the uniqueness of your beauty. With an exclusive selection that perfectly fulfills every wish.



INTERVIEW LISA DAESCHLEIN

HOW DID YOU COME TO GEKA AND WHAT HAS BEEN THE COURSE OF YOUR CAREER? IN WHICH DEPARTMENTS HAVE YOU WORKED?

I first came into contact with GEKA as part of my thesis on the implementation of GMP requirements for cosmetics and the European Cosmetic Directive.

Then I started directly in quality management. After two years, I took over the leadership of the local quality management and the local quality assurance. With the acquisition of our site in Bamberg, quality management operations took on a global scope. I have been responsible for global quality assurance since August, 2018.

WHAT MAKES GEKA DIFFERENT FROM OTHER COMPANIES?

In my opinion, GEKA offers an exceptionally wide range of development options and diverse areas of responsibility. But alongside innovative products, it is above all the people who provide a team-oriented and pleasant working atmosphere.

WHAT PROJECTS DO YOU REMEMBER ESPECIALLY POSITIVELY?

The projects we completed as a team and with a lot of fun to create added value for the company. Off the top of my head, I think of the various certification processes, system introductions, film projects, and process optimizations.

YOUR JOB IN THREE WORDS.

Varied – dynamic – responsible.

WHAT, FOR YOU, IS THE SECRET TO SUCCESS FOR A GOOD WORK ATMOSPHERE?

To my mind, good working relations are grounded in respectful, appreciative, and trustful interactions.

WHAT COMES FIRST, WORK OR PLEASURE?

I try to keep work and pleasure in balance.

YOUR BALANCE TO WORK (SPORTS, ETC.)?

In my free time, I enjoy athletic activities (sometimes for GEKA as part of company runs). Another passion is exploring new cities and countries. I also spend as much time as possible with my family and friends.



INTERVIEW WOLFGANG KAMM

HOW DID YOU COME TO GEKA AND WHAT HAS BEEN THE COURSE OF YOUR CAREER? IN WHICH DEPARTMENTS HAVE YOU WORKED?

I came to GEKA more or less by chance. In 1996, I had quit the company where I was training, just two years into my apprenticeship, and was waiting to hear from another company. I joined GEKA with the intention of bridging this gap. At the time, I started as an adjuster, and my colleagues and the work were a lot of fun with a great atmosphere. And working shifts didn't bother me in the beginning. The three-shift system is extremely tiring however, and I eventually moved away from that. Despite a positive response from the other company, I stayed with GEKA. Pretty soon, I became the shift foreman and later deputy department head. In 2010, I seized the opportunity to make a change for myself within GEKA and switched to the Process Development department. In doing so, I took up the mantle of my former mentor Hans Dürnberger, who had hired and then trained me in 1996. These were some big shoes to fill as Mr. Dürnberger had held the position for over 40 years and has savored his well-earned retirement since 2011.

WHAT WAS THE BEST DECISION IN YOUR CAREER?

The switch from the automotive industry to cosmetics.

YOUR JOB IN THREE WORDS.

Twisted wire brush: variety – freedom – responsibility!

WHAT, FOR YOU, IS THE SECRET TO SUCCESS FOR A GOOD WORK ATMOSPHERE?

Honesty, sincerity, loyalty, communication, transparency.

A TREND THAT IS UNDERESTIMATED?

The environmental awareness that is reflected in our products. More and more, consumers want vegan and organic options and products that utilize recyclable or renewable materials etc.

WHAT DO YOU ENJOY THE MOST ABOUT YOUR JOB?

The variety and the fact that it's a job that not everybody can do.

THE GEKA ACADEMY: KNOWLEDGE UNITES!

In future, the growth of knowledge and experience within GEKA will be pushed forward in the newly built GEKA Academy – motto: "Knowledge unites!"

The Academy provides a variety of internal training services, from information events on GEKA products and technologies to training in communication, health, and management. Spanning a range of formats — including workshops, panels, and seminars — courses are delivered by internal instructors, our future "GEKA Trainers", or outside experts. Along with transmitting knowledge, the goal is to develop an in-house pool of trainers who will share their technical and specialist expertise with their GEKA colleagues. To support this, highly motivated employees are being trained in presentation techniques at Academy events so that they can serve as multipliers and pass on the knowledge they have gained over the years to their colleagues. In addition, the development of a GEKA reference library is initially planned for our site at Bechhofen. This will be outfitted with relevant reference books and trade journals as well as a PC terminal for online research. Another component of the GEKA Academy program is the development of advanced vocational training opportunities in cooperation with the IHK, universities, and Germany's federal employment agency. This could include, for example, second-chance qualifications for various skilled occupations or dual study programs.



See the complete interviews here:
www.geka-world.com/en/teamtalk



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