

GEKA UPDATE

THE ART OF EYE CONTACT

PRODUCT
CONFIGURATOR
Create products online

NEW BUILDING
EXTENSION
Bechhofen

MASCARA
WORKSHOP
Learn from the experts

#TEAM
TALK
Interviews



OCTOBER
2020

2



THE ART OF EYE CONTACT

EDITION
02 | 2020

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GEKA CEO FLORENT LAFOND

Despite these difficult times being a huge challenge for all of us, we are gladly able to share a lot of positive news with you: in addition to the hygienically safe situation of our locations, we have been able to produce continuously and without any interruption, as our employees have largely been spared from the virus.

Our top management team is now finally complete: in June 2020, we welcomed Valérie Maniquant, Head of Global Procurement, located at our headquarters in Bechhofen (Germany).

The Bechhofen extension by a full 10,000 m² is currently in progress. Read more at page 6.

You have probably already seen our new GEKA website, which was relaunched in May 2020. Take a look at our online presence if you haven't yet done so:
www.geka-world.com.

New product categories were added to our online product configurator in July, which makes it easier to use and adapt the design. Our customers can now configure and style packaging for eye, lip, face, and hair make-up, online and even in 3D.

I would like to say a huge congratulations to our team for obtaining ISO 5001, ISO 14001, ISO 45001 and ISO 9001 certifications! This represents their great effort throughout these times.

In July, we signed up for the SBTi (science-based-initiative). This demonstrates our commitment to a sustainable company.

Last but not least, GEKA GmbH has been Platinum awarded by the prestigious EcoVadis business sustainability rating provider, placing GEKA amongst the top 1% of companies assessed worldwide. This recognition reflects our continuous commitment on sustainability to our customers and consumers.

Let us stick together and work as a team to become stronger every single day!

IsaDORA

LASH ENERGY

treatment mascara

Optics or care? This difficult decision is no longer necessary: IsaDORA LASH ENERGY MASCARA combines a nourishing serum with your favorite mascara!

Available in black for a dramatic and voluminous eyelash curl or in clear for the natural, fresh look, the unique molded brush lashDIVINE combines a hard brush core with wonderfully soft bristles. Created with GEKA's sandwich technology, it gently separates even the smallest eyelashes and completely covers them with the nourishing product. Combining the right care and beauty has never been so easy, as well as, extremely quick and precise. The elegant hot foil stamping in black or white creates a noble eye-catcher and reflects the value of the product perfectly.



NEW BUILDING EXTENSION BECHHOFEN



We are on the finishing straight to a brand new size! More precisely, an additional 10,000 m² at our headquarters in Bechhofen (Germany). The building currently has a total surface area of 12,000 m². New production halls covering an area of 6,400 m² are being built at the moment, as well as high bay warehouses and storage for parts, each with a size of 2,200 m², and social and office areas with 1,400 m².

Our aim is to combine the work at the locations in Bamberg, Königshofen and Bechhofen, with making everything taking place in a consolidated manner for strengthening solidarity and cooperation.

With better communication, teamwork ideas and solutions, we are able to more quickly implement for the realisation of our sustainability concept.

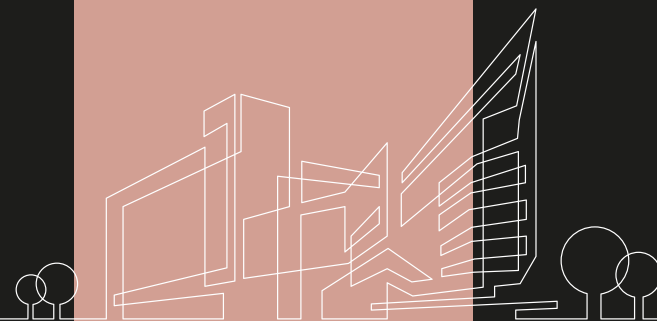
Order processing being executed in one location has the decisive advantage that component transport or external varnishing and their the associated emissions can be reduced. Teamwork is the key to success, and our beauty and accessories business areas will now benefit from this statement. The results will be stronger synergies, more slender organization and shorter, faster and – above all – more flexible paths.

From external to internal: silk screen printing will now be carried out in-house, as since January 2020 we have already installed two systems for executing silk screen printing competence. The relevant know-how for this as well as varnishing and metallization is collected centrally and gradually expanded. This is made possible with the rebuilding and the existing systems through further capacity expansion.

Autonomous work is guaranteed for GEKA's future, while our customers will receive everything from just a single source. Thanks to our increased decoration competencies and our own technical center, all experts and necessary technologies are centrally stationed and organized!

Our investment in 3D printing technology offers a great and innovative possibility to provide our customers with a prototype including all desired properties within a very short time. The printers that make this possible have already been installed in the 2nd quarter of 2020 and will represent an important part of our technical center. This serves the goal of achieving previously unexperienced speed in the marketing and product development sectors.

We are pleased to announce that we will officially move into the extended building by the beginning 2021 and the reconstruction work for the old areas will take place in the same period. Our investment in further automation substantially increases the quality level and shortens the entire production cycle of the finished product.



Reborn MASCARA



When it comes to looking for a natural origin mascara while maintaining the great performance of a classical makeup:

The clean and cruelty-free mascara of the “Reborn” collection is the answer. The tenderLOOK brush is not only made of sustainable material, but it also ensures beautifully elongating and separated lashes.

The 100% renewable and biobased fibers are made from the castor oil plant. The triangular-shaped exclusive EOSgreendelta fiber improves the separation of each single lash for a fantastic fanned-out look.

The brush glides smoothly over the lashes and grabs them from the roots to the tips for a portion of extra length. The pointed brush tip allows for precise application in the inner-eye corners without smudging the skin, resulting in a lovely natural eye look.

Visit our showcase
01Sep to 30Nov 2020

live.webpackaging.com/geka

LIVE
webpackaging

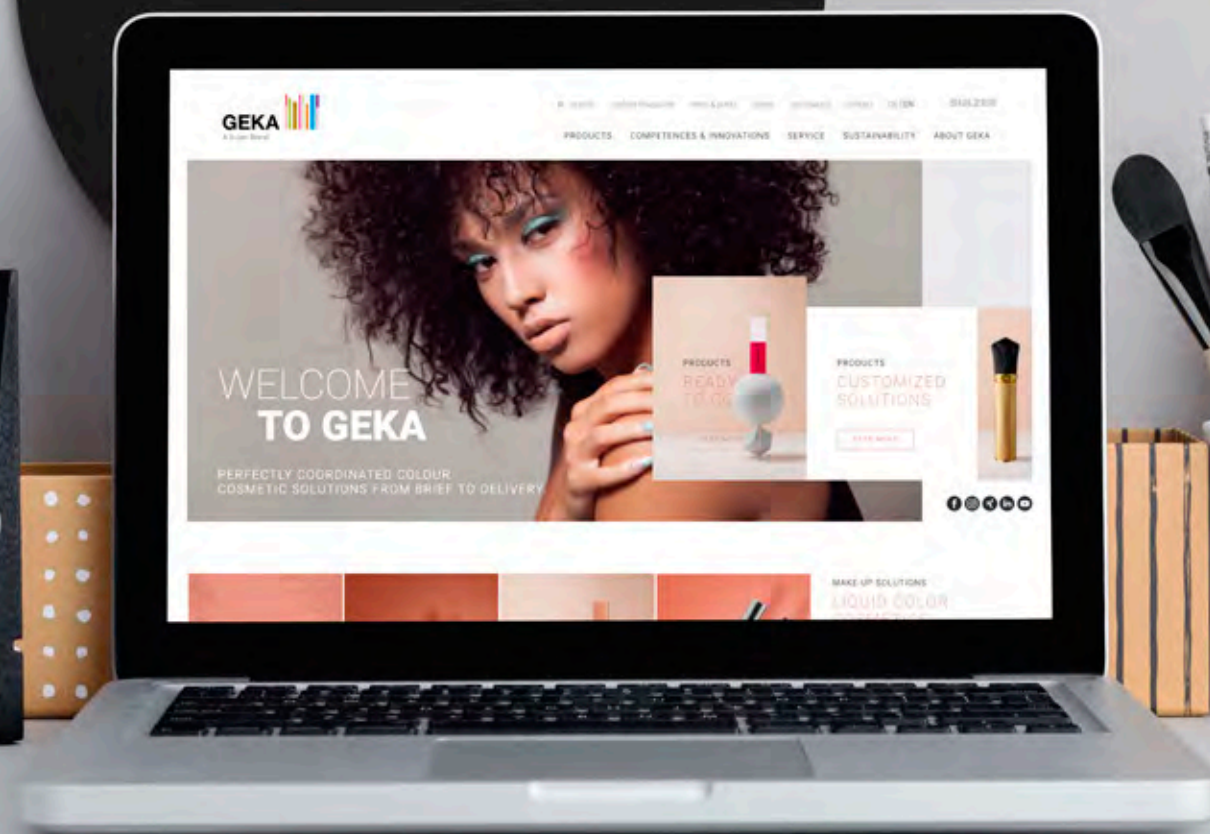
The Virtual Packaging Exhibition

OUR NEW WEBSITE

GEKA shines with a new brilliant online presence!

Inform yourself about our innovative technologies, competencies and, of course, probably the most central topic of the future: sustainability. Benefit from our incomparable services and trend know-how, and allow us to advise you competently and adapted to your needs.

Would you like to grow with us and write an additional chapter of the GEKA success story? Go ahead and get to know us as your employer by visiting our brand new website today: www.geka-world.com



ONLINE PRODUCT CONFIGURATOR

This state-of-the-art tool allows you to easily create a make-up product using the fastest way possible. Adapted to your brand and requirements in terms of aesthetics, functionality and make-up performance, this tool will help you to generate the ideal product. Combining packaging or application expertise and digital know-how, GEKA offers an efficient solution for product development and puts an end to lengthy and expensive

processes. The configuration categories appear in a brand new design paired with a clearly improved user experience and shorter loading times. Users are automatically guided through the configuration process to ensure easiest usability.

To see for yourself, our tool is available at configurator.geka-world.com. Register and try it out: the 3D product configurator will fascinate and accompany you by taking a giant step towards the future!

Bottle
44 items

CREATE & PERSONALIZE
HAIR, LIP, EYE, FACIAL make-up online!

Cap
33 items

Applicator
101 items



adopt'

MAXIMEYES

MASCARA

Your best advantages highlighted and intensified to the absolute maximum: this is no longer simply wishful thinking, as we have the implementation ready!

Our full-service package with products manufactured, decorated and filled in-house makes it possible: due to the combination of slices and bristles of the push-upBRUSH - which is perfectly adapted to our customer's requirements - there are no limits in terms of color, shape and flexibility! The horizontally and vertically arranged bristles cover every single eyelash, regardless whether if small or large, and define them with length and volume.

The bristles on the brush tip are responsible for the final, meaningful fine-tuning, creating the desired lifting effect and raising every detail of the lash line.

The metallization in rosé is fully in line with the trend and reflects every single light effect: the lettering created by screen printing is emphasized in a wonderful way.



annie

Big Volume Mascara

The highlight of every styling: deep black eyelashes and intense looks complete your convincing appearance.

The secret to our success is: GEKA's proprietary EOS fiber with its irregular surface for an intensive volume effect. The twisted brush offers many open areas to pick up the product to define your eyelashes' unique features by coloring them with the richest black. A smooth application followed by astonishing end results is guaranteed: nothing stands in the way of your sensational look anymore! This is a fully finished product, as the production, decoration and filling process is carried out in-house and is therefore perfectly adjusted to your brand.

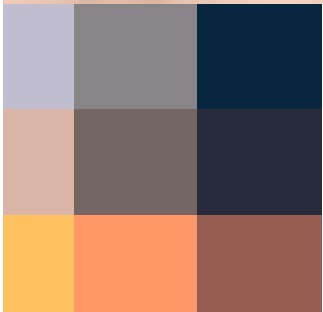
The perfectly arranged bristle configuration results in simple, convenient handling and ensures that the day can be started with absolute satisfaction, without losing precious time and effort!

The copper-colored hot foil stamping adorns the black mascara bottle in a subtle and suggestive manner while shining in fresh elegance.



MINDFUL INTELLIGENCE

Thanks to our intelligent living spaces, we are fully networked by technology and are sensitive to our surroundings while being mindful, conscious consumers. Placing an emphasis on how you feel and value on your appearance leads to a comfortable handling of luxury.



This is more about the inner charisma than the outer appearance: natural brown tones with a hint of rosé subtly accentuate the cheeks without being an obvious eyecatcher. This tone-on-tone look extends itself from the natural eyes to the slightly shiny lips, achieving an elegant, calm appearance. The natural shape of the brows is only subtly supported by a dark shade, without being significantly changed.

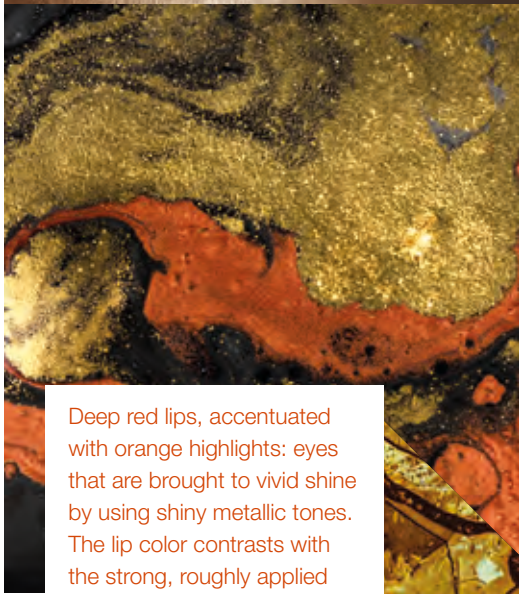
Mindful Intelligence is characterized by shapes that react to the touches and impulses of the environment. The assistants simplify everyday life in a reserved and intelligent way without attracting too much attention.



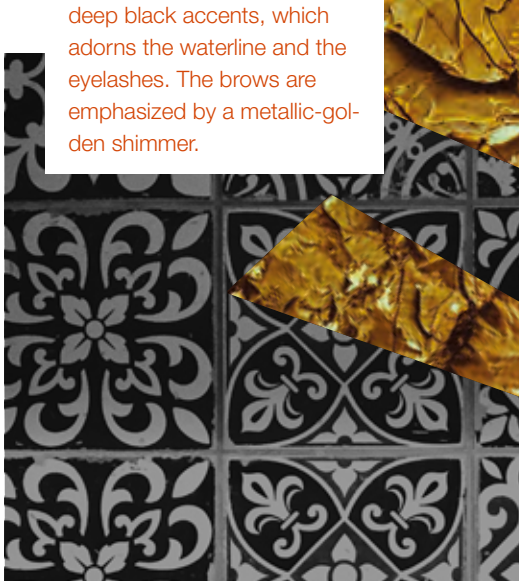
Turn waste into value: worn metal and reusable waste are melted, crushed and pressed together to create unique, striking combinations that form a completely unexpected luxury status.



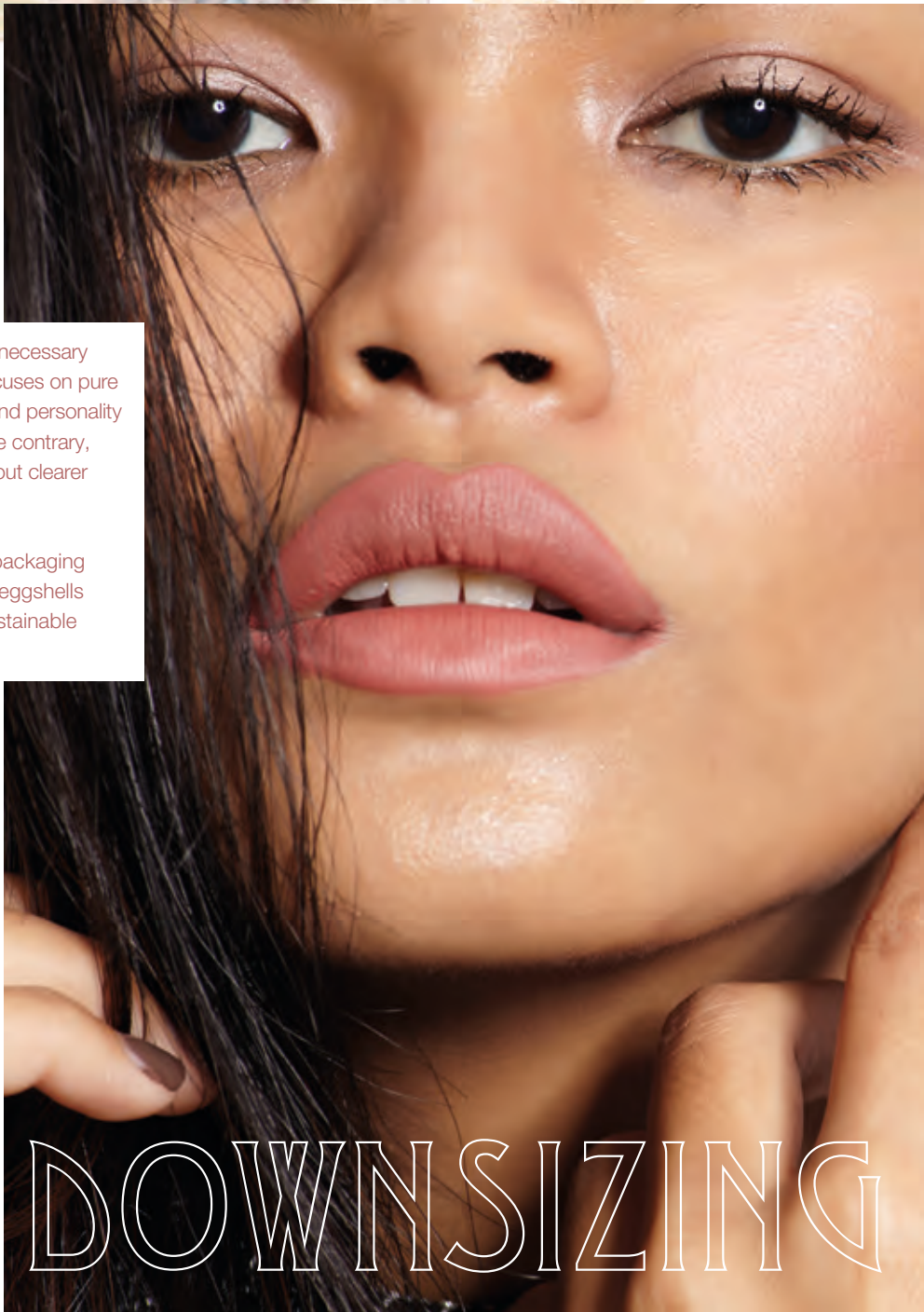
The blending of elements from the 18th century and the gothic and punk movement creates a dark and luxurious mood, paired with metallic gloss effects and a color selection mostly comprising of pink and red shades.



Deep red lips, accentuated with orange highlights: eyes that are brought to vivid shine by using shiny metallic tones. The lip color contrasts with the strong, roughly applied deep black accents, which adorns the waterline and the eyelashes. The brows are emphasized by a metallic-golden shimmer.

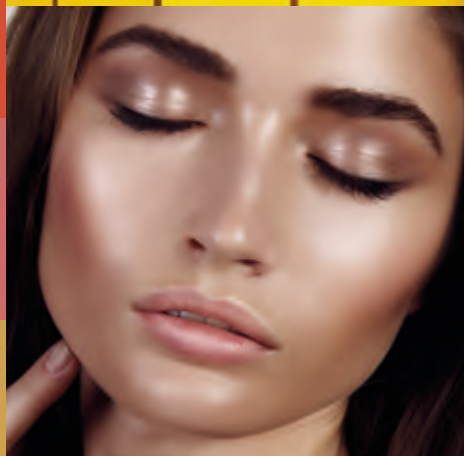


Trash
meets
GLAM

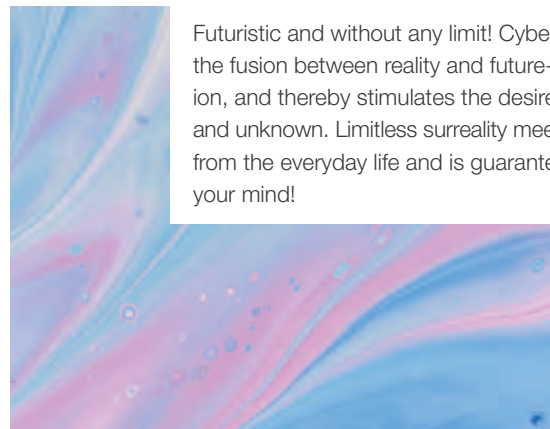


Less is more: the reduction to what is necessary supports a sustainable lifestyle and focuses on pure functionality. Nonetheless, character and personality are by no means indispensable! On the contrary, particularity and essence are brought out clearer than ever before.

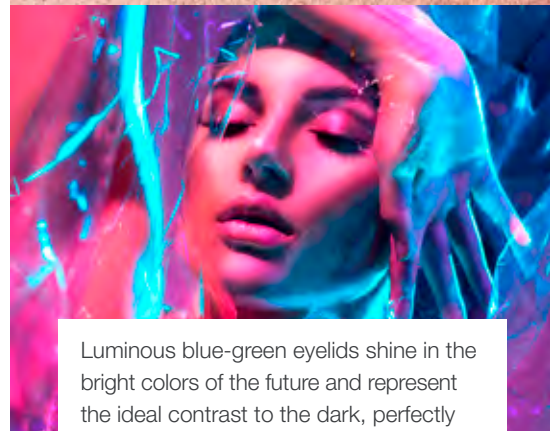
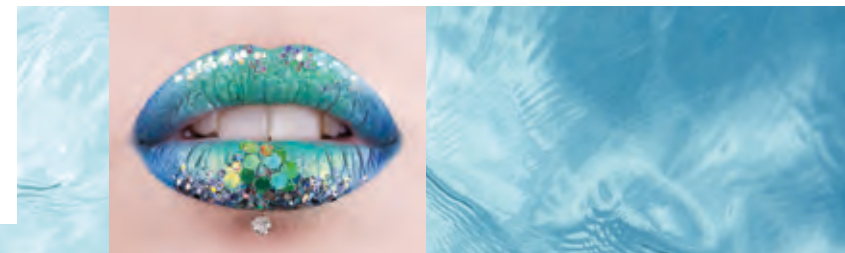
The simple, purely functional type of packaging transforms organic materials such as eggshells or sunflower seeds into protective, sustainable casings.



The artfully combined blue, green and pink color ensembles reveal an opal-like, luminous effect, which will take your mind on a journey of imagination.



Futuristic and without any limit! Cyber Truth creates the fusion between reality and future-oriented vision, and thereby stimulates the desire for the new and unknown. Limitless surreality meets familiarities from the everyday life and is guaranteed to blow your mind!



Luminous blue-green eyelids shine in the bright colors of the future and represent the ideal contrast to the dark, perfectly shaped eyebrows. The intense emphasis on the cheeks caused by shimmering effects results in sharp, clear contours and thus creates the transition to the futuristic feel.



CYBER TRUTH

#GREEN TALK

MAXIME DARIMONT

SUSTAINABILITY MANAGER APS DIVISION

Thirteen years of experience in environmental, health, safety and sustainability in several countries and organizations (Belgium, France, Poland) before joining Sulzer in 2017.



FREDERIC DUQUET

HEAD OF GLOBAL R&D AND INNOVATION AT GEKA

Twenty years of experience in R&D and product development in the cosmetic packaging sector, before joining GEKA-Sulzer in December 2019.



Sustainability covers a wide range of topics. How is this implemented at GEKA?

MD: Sustainability is a broad concept based on the triple-bottom-line: of planet, people and profit. Put simply, it refers to the ability of human civilization to coexist harmoniously alongside the biosphere. As a company it means it refers to its ability of being resilient in a changing world and set a direction to achieve the above explanation. At Sulzer level, the other business create products which are capable to perform at a very high energy efficient level (Pumps Equipment) but also to avoid the creation of new machineries by retrofitting them (Rotating Equipment Services). In order to limit global warming to + 1.5° C, global CO2 emissions have to be reduced annually by 5-6%.

GEKA has decided to act on data-based measures. We are strongly connected to a carbon-based economy, from the raw materials that mostly come from fossil fuels to the delivery of goods to the customer. We calculate our own value chains carbon footprint in connection with the Greenhouse Gases protocol. This will allow us to take data-based action to continue doing business with alternative resource consumption.

To achieve this, a training framework is being developed to get all employees on board and to ensure that everyone understands the challenge and how they can contribute to the challenge. A clear management focus is also set to continue this change within GEKA.

FD: Sustainability is part of our core values at GEKA. In the R&D department, we have developed initiatives to work at different stages.

There are reflections at the innovation level regarding refillable and reusable packaging, while our technology department is working the process adaptation to homologate new sustainable materials. Of course, this approach will be integrated in all new product developments by the engineering department. As a packaging supplier for the cosmetics industry, the decisions that we make during product development are important. In practice, the following different approaches can be combined:

WE COMMIT TO MEASURE OUR GLOBAL ENVIRONMENTAL FOOTPRINT.

● Weight reduction to reduce material consumption without affecting the functionality of the packaging

When it comes to packaging sustainability, it is important to think about responsible resource management. It is essential to reduce the amount of material used right from the start. Never-extracted raw materials, saved energy or water and lower transport requirements are the results of improved material consumption.

● Increasing use of recycled plastic feedstocks

In the near future, the use of PCR will be defined as the standard for plastic packaging. The goal is to integrate up to 100% of the PCR (Post Consumer Resin) into our components. We can already offer the use of PCR material for most caps and bottles.

● Investigating the use of bioplastic packaging

Bioplastics offer great potential for the future, but they are considered more of a medium-term solution since they often require changes to the product design and the associated production tools. Still, we have some concrete application solutions in stock. Being part of the Sulzer Group is a great advantage here, as ChemTech have built up expertise and a network of suppliers in the bio-based plastics industry. We will use this know-how for our specific business requirements.

What are the main challenges facing the cosmetic packaging industry?

FD: The packaging industry faces growing consumer and regulatory pressure to find sustainable packaging options that 'reduce, reuse and recycle'. The production of sustainable packaging is not a short-term trend, as increasingly more consumers are demanding reasonable, sustainable packaging from their cosmetic suppliers. PCR will play an increasingly important role.

However, capacity limitations in PCR material lead to PCR usage being a "phase-in" process and not an immediate or sudden transition. Evaluated and tested biomaterials remain medium-term solutions, as they often require changes to the product concept and the associated production tools.

MD: I agree with Frédéric. The topical situation is a transition phase with a current, short-term use of PCR, leading to a long-term strategy with "non-fossil" plastic being used for packaging. The biomaterial is a promising approach as it will help contribute to the challenge of climate change. These materials leave an average 30-50% lower carbon footprint than their fossil equivalents. In addition, the European Association for Bioplastics estimates that the global bioplastic production will represent around 0.021% of the world's agricultural area by 2024. Compared with 2019, this will reflect an increase of 26% within five years! In the near future, food residues, inedible plants or cellulose biomass from agricultural practices will improve and consequently reduce the bioplastic footprint. This corresponds to 1 million out of 4.8 billion agricultural hectares.

Our industry also plays an educational role in cooperation with all major players of the circular economy, from suppliers to end users.



What success has GEKA achieved in terms of sustainability in the past 18 months?

MD: In September 2020, GEKA GmbH has been awarded Platinum status by the prestigious EcoVadis business sustainability rating provider, placing GEKA amongst the top 1% of companies assessed worldwide. This recognition reflects our continuous commitment on sustainability to our customers and consumers. The expansion of our main location in Bechhofen (Germany) is also a success regarding our operations becoming much leaner in terms of transportation. It will avoid at least the emission of nearly 100 T CO2.

FD: Regarding new products, we have introduced a number of solutions over the past few months that illustrate the different axes that we are working on.

SOME EXAMPLES:

- Mascara or lip gloss bottles made from 100% PCR-PET, manufactured using PCR-PET-A bottle waste by using high vacuum degassing extrusion, melt filtration and SSP
- Caps made of 100% PCR-PP, produced with PCR-PP packaging waste such as yogurt cups or detergent bottles
- Wipers comprising of LLDPE with an 84% bio-based portion obtained from sugar cane
- Threaded parts made from 100% bio-based materials, which are obtained from the root of the castor bean plant
- Brushes can be made from the exclusive EOSgreen and EOSGreenDelta fiber development, comprising 100% bio-based fibers, obtained from the root of the castor bean plant
- Applicators can be made of minimum 25% recycled flock.

In order to further support this approach, we will implement special software by the end of the year that will allow us to evaluate the impact of different product conception in advance to choose the best one in terms of sustainability.

How can each individual employee contribute to a sustainable company?

MD: We all contribute to this in both our professional and private lives. The past few months have shown that our human population is able to adapt to a “new” normality that is clearly related to sustainability. This was a glimpse into society’s efforts to combat climate change, as reducing CO2 emissions within a few months was more or less what should have already been done annually. By using the motto “reduce, reuse, recycle”, everyone can contribute in their business or private life.

For example, reducing the temperature of your heating system by 1° C in cold weather will decrease your general energy consumption by 10%. We have to understand that everything is related to CO2 emissions and nothing is excluded.

Emissions can be avoided by upgrading and retrofitting devices. It is known worldwide that the production of a machine weighing 1 ton leads to emissions of around 5.5 tons of CO2.

FD: Regarding environmental and climate-related challenges in the past, we all have to act differently. In the next ten years, there will be completely different answers needed than there have been in the past 40 years.

Through the daily use of responsible and sustainable practices on a personal level (water consumption, mobility in a crowded world, learn more about the circular economy and waste reduction ...) we will ensure that the whole organization feels empowered. This requires embedding them into our organizational culture and specific work functions.

Reborn

Recycled.

Bio-based.

Clean.

“Reborn” is a sustainable beauty collection that gives plastic packaging a second life. The range of eye and lip products is made of sustainable packaging solutions, either using recycled materials or bio-based alternatives. The total packaging is made of 93% sustainable material share. Decorated in soft pink colors and spring flowers. Paired with clean, cruelty free super-food formulas, free from unnecessary ingredients for brow, lash and lip. A kit for both mindful self-care and responsible contributions for a positive future.

Check out our sustainable ready-to-go applicators, packaging and fiber developments.

Compatibility tests of biobased or recycled material and formula must be implemented in each case. Tests can be done in GEKA’s laboratory. Packaging can be aesthetic, attractive and sustainable. We offer truthful, responsible solutions.



See more!



CHIOTURE

ATTRACTIVE LONG & CURL MASCARA

This mascara brings length and momentum to your everyday life! With this product being available in two versions, everyone's preferences and requirements will be satisfied.

Brand new and specially developed for the Chinese market, the brown version of the attractEXACT 1-component brush creates volume while effortlessly gliding through the lash line and providing it with defined and extended eyelashes that create a fancy eyelash curl. Any clumping or smearing is excluded in the precise execution of the application process.

The brush of the gray product version comprises of GEKA's EOS fiber and makes it possible to absorb as much product as possible thanks to its irregular surface. The rounded side of the brush is perfectly shaped for product distribution on the middle to outer lashes, while the short fibers define the tiniest lashes.

In line with the modern and stylish silver-holographic trend, the hot foil stamping shimmers brightly and full of elegance.

take care

"TAKE CARE" is a dedicated range of liquid beauty products and accessories tools combining two-in-one treatment: beauty and care. The collection comprises a lip pampering oil, a lash and brow serum, a silicone mask brush, a gua sha board and a beauty bag.

Liquid color products can be hybrid products that deliver both color and care. We offer solutions for two-in-one treatment. Learn more and contact us today.



FIND YOUR PERFECT MATCH

GEKAS MASCARA WORKSHOP

Develop your ideal mascara in our Mascara Workshop in Bechhofen, the world's centre of excellence for mascara. How better can we respond to our customers' needs than by directly engaging with them face-to-face?

That is the simple principle behind our Mascara Workshop, where we invite you to develop your product together with us. One day of constructive discussions yields inspiring results: with the right instinct for trends, we are able to find the perfect product for you and your customers in a single day. You tell us your requirements in relation to volume, fibres, brush shape, packaging and formulation and we advise you while testing possibilities during the workshop. By the end of the day, you will receive exactly the product combination that you want, as well as gaining interesting insights and targeted advice.

STEP 01

We provide you with targeted advice on trends and feasibility

STEP 02

We determine the perfect product combination for you based on your requirements

STEP 03

Our experts implement your requirements and develop your product

STEP 04

We test your finished product on the same day

LEARN FROM THE GEKA MASCARA EXPERTS

Your advantages:

- Holistic formulation advice
- Reliable test methods, including microbiological laboratory examinations and application tests
- Standardised rating values for volume, curling, lengthening and separation
- Formula recommendations and first-hand information on viscosity
- Comprehensive application and panel tests before product launch
- Accurate documentation for scientifically sound recommendations
- Your result: ideally coordinated product combinations



OUTSTANDING BRUSH PERFORMANCE

PATENTED MANUFACTURING PROCESS BY GEKA.

UNIQUE MASCARA DEVELOPMENT FOR
UNMATCHED APPLICATION EXPERIENCE.

REQUEST SAMPLES OF OUR NEW
BI-INJECTED BRUSH PUREDEFINITION TODAY!

How long and in which department have you been working for GEKA?

I've been part of the company since November 26, in 2018, more precisely in the mechanical engineering department.

What exactly is your job at GEKA?

Using drawings, I manufacture components using a milling machine, a drilling machine and a lathe.

What did you do before your time at GEKA and how was your career development?

Before working at GEKA, I attended Herrieden Secondary School, followed by completing my training as a specialist teacher. I then participated in a voluntary social year at the Ansbach support center before arriving at my current job.

What do you particularly like about GEKA?

The working atmosphere of my department and the unconditional support inspire me in particular. The workers are being encouraged as much as they are challenged.

What distinguishes GEKA from other companies?

The numerous advanced training opportunities definitely make GEKA stand out from the rest. Not only permanent employees benefit, but also trainees receive support in the form of vacation allowance and rewards for achieving good grades. Leisure time is also promoted through discounts on festival tickets or "Tough Mudder" events.

Describe your job in three words.

This one is easy: varied, demanding, fun!

What has been your biggest challenge so far? What are you particularly proud of?

I found the general handling of machines to be particularly challenging. A year ago, I would not have dared to work with a turning or milling machine.

Describe yourself in three words.

I see myself as an open-minded, friendly and reliable person.

What are your recommendations to other employees?

A continuously respectful and friendly way of dealing with colleagues, whereby everyone supports each other according to the principle of "one hand washes the other".

According to you, what is the secret to success of a good working atmosphere?

Definitely good cooperation between colleagues, the management and the workforce as a whole team! Ideally the needs of the employees are also respected.

#TEAM TALK

WITH JENNIFER KUTTER



APPRENTICE
INDUSTRIAL MECHANICS
BECHHOFEN, GERMANY



What is an underestimated trend?

In my opinion, a secure education with good future prospects.

What do you enjoy most about your job?

Machine handling and bringing in my own ideas to solve problems. Of course, working with colleagues is also particularly entertaining.

How do you ensure a good work-life balance?

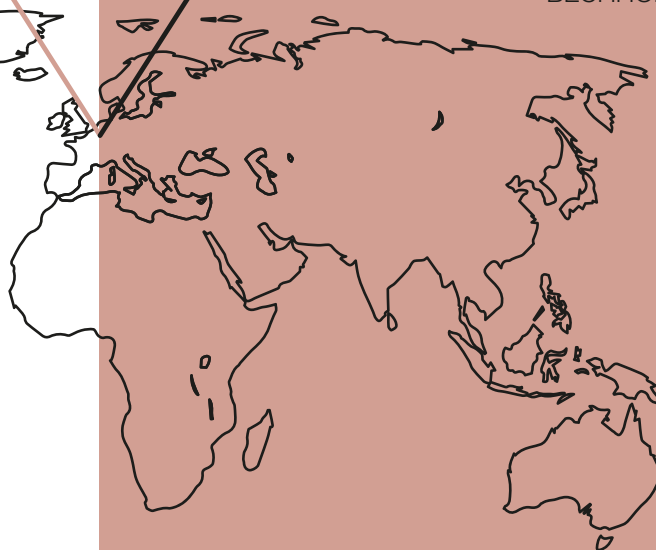
As a counterbalance to work, I enjoy riding inline skates or working out at the gym. Picnic trips to a lake with friends are also one of my favourite hobbies.

#TEAM TALK

WITH VALERIE MANIQUANT



HEAD OF GLOBAL
PROCUREMENT
BECHHOFEN, GERMANY



How long have you been working for GEKA?

I started working here on June 1, of 2020.

In which department are you occupied and what exactly is your job?

Together with my global procurement team, I ensure the best possible supplier performance and customer service. I also participate in the division's good profit.

What did you do before your time at GEKA and how was your career development?

After my apprenticeship I worked as a steel trader before changing jobs and procuring steel from Bulgaria and Romania. Right after that, I was responsible for the procurement and supply chain in the automotive industry, followed up by procurement and project management for wind, water and solar industries. I consider myself very lucky to have enjoyed every day of my

professional life so far and to have met extremely inspiring, talented people.

What do you particularly like about GEKA?

It's the way people are welcomed, the sweet smell of plastic in the production area, and the open mindset of the management.

What distinguishes GEKA from other companies?

GEKA primarily cares for its employees and stakeholders.

Describe your job in three words.

Rewarding. Challenging. International.

What has been your biggest challenge so far?

What are you particularly proud of?

Bringing in new processes to existing management and company structures is always challenging. I came to GEKA with a new perspective on how to negotiate purchase contracts. This led to stronger partnerships with external suppliers. What makes me proud is the fact that I haven't been forced to sacrifice any of my personal values during my professional career.

Describe yourself in three words.

I am a respectful, reliable person and the definition of women power!

What do you recommend to other employees?

One should always look at the flip side of the coin. Criticism should always be formulated constructively in order to find a solution together.

What is the secret to success of a good working atmosphere according to you?

I value respecting one another and also the environment – and of course good internal communication!

What is an underestimated trend?

It is a fact that increasingly more generations, and not only the younger ones, are demanding a better work-life balance in order to create the optimal balance between professional and private life. However, I hope that exiting the current difficult situation can induce work organizations to show willingness and flexibility for this demand.

What do you enjoy most about your job?

It's nice to see that I can bring value to some people and a company.

How do you ensure a good work-life balance?

My balance to my work life comprises of my family, gardening and dwelling on dreams.

Take a look!

JOB®AD 

Full speed ahead! We jump in the saddle and ride to wherever the wind takes us – at work or in our free time: JobRad® has been accompanying GEKA on fast-paced rides since March 1, in 2020!

Our employees can conveniently and cheaply obtain their desired bike from GEKA and thus arrive at their destination in an eco-friendly manner while promoting health and protecting one's wallet. This enables tax support according to the 0.25% rule, which saves our cyclists up to 40% compared to conventional purchases.

More than 80 employees can already feel the wind in their hair: they pass by you before you even get the chance to turn around, and hopefully many more will join GEKA's bicycle campaign!

GEKA wishes you a safe and happy journey at all times!



Lovely ✿ BYE BYE Short Lashes

Volume & Length Mascara

A single mascara for every possible look: whether you like it natural and suitable for everyday use or wild and dramatic, our Lovely BYE BYE Short Lashes Volume & Length Mascara ensures the perfect, deep black completion of every single one of your creations!

The relatively open surface of the fiber brush style PERFECTOR allows the eyelashes to fall in between the fibers more easily, which results in more product being applied from the eyelash root to the tip. The patented SEPA technology from GEKA gets the most out of the fiber brush through optimal separation of the eyelashes and incomparable volume, without the clumping effect.

Thanks to these unique and outstanding properties, nothing is standing in the way of your romantic eye-catcher look: even after a longer period of time, you won't experience the undesirable crumbling effect. It ensures a spectacular, long-lasting wow factor for enchanting eyes!

The high-quality hot foil finishing offers the perfect contrast to the lively coral tone of the packaging and attracts everyone's attention.





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