

GEKA UPDATE

INTERVIEW
WITH GEKA CEO
Florent Lafond

UPDATE ON
SCHEDULE
Headquarter extension

MASCARA-
WORKSHOP
Learn from the experts

#TEAM
TALK
Interviews



MARCH
2020

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„The market, the products, the people I met, and all the discussions we had were very convincing, and I decided to join GEKA.“

Florent Lafond

Interview with GEKA CEO

Florent Lafond

How did you come to GEKA and what are your goals with GEKA?

The process was very standard. I was contacted by a headhunter. When he mentioned the name GEKA, I said, “Of course, I know that company!” Indeed, as many people already know, I come from the beauty market, and this is a small world ... Then I met a few people from Sulzer. The market, the products, the description of the company situation, the people I met, and all the discussions we had, were very convincing and I decided to join GEKA. In fact, I have spent my whole career in this market and I love it! My goals for GEKA are rather “simple”: we need to transform the company to adapt it to the markets of today and tomorrow. Some keywords: teamwork, sustainability, innovation, solutions beyond products, customer-centricity, excellence. But more important than anything else: making every GEKA employee proud and happy working together.

What impresses you most about GEKA?

My first visit, in July 2019, was to Bechhofen, as it is the GEKA headquarters. I was impressed by the site. Then I discovered the people’s expertise and commitment. Very impressive!

What challenges will the industry and GEKA face in the coming years? What challenges do you want to master with GEKA?

In a world where, for good reasons, plastic tends to be banned, and, knowing that all of our products are made with plastic, we have a huge challenge ahead of us. Operating sustainably – and not only for our products – is the only path to success. Being able to extend our offer to other markets (beyond mascara, mass market and current geography) is also key to succeeding. Of course, innovation must fuel our growth. And, in the end, it’s people who make the difference. We must go further in terms of working together.

What has been your biggest challenge so far?

When it comes to technological challenges, we always find solutions. My biggest challenge has been when it was clear that an organization needed transforming. Indeed, sharing a vision, making people work together and breaking down silos are some typical examples of transformation topics. This means strong, empowered and aligned management teams – and not only top management – that are able to make fast decisions and act based on values.

Which trends will influence the beauty industry and GEKA in the coming years?

I think that the strong focus on sustainability, and not only products, is a clear driver for us. Consumers are increasingly conscious about the products they buy. At the same time, we see the market becoming increasingly global while respecting local specificities. The middle classes in some countries, like China, are growing so fast! We are also all connected and we have to evaluate the impact on the products we develop.

How will digitalization affect GEKA and how can it be successfully mastered? What opportunities do you see in digitalization? What do future-oriented solutions look like?

What a vast topic! Digitalization impacts our daily lives as citizens. The most important factors for us at GEKA are probably: the impact of social media, the “beyond automation” approach needed in operations and the huge data sets we have to manage to get the best from them to help us make the right decisions. Of course, we must investigate the need for connected devices. I want also to mention the new tools that we are implementing, such as Salesforce. Technology, when properly implemented, helps a lot in managing a business.

What do you want to achieve for the company's employees?

I acknowledge that employees have been confused by the changes in top management over the past three years. From the acquisition by Sulzer to today, their business lives have been impacted. There is a new management team in place now. This team is made of highly experienced people with strong beauty market know-how. The fact that we have such a new team may be perceived by some employees as a weakness. I prefer to see it as a great opportunity to write a new chapter in the GEKA book. I also include in this our people in the U.S.A., Brazil and China, who are all doing a great job developing GEKA further. What does this mean for our employees? What do I want to achieve? Let’s put it in simple terms: why not become the best place to work at? This happens when people are proud, enjoy their job and promote their company. It doesn’t mean that conflicts don’t exist, but that the organization is able to manage them cleverly and efficiently. This is, I think, what I wish for all of us.

Florent Lafond

The topic of sustainability is in motion. What is your contribution, both today and in the future?

As I said before, this is a key topic regarding the future. It is very interesting to see the change over the past couple of years. Today, most of our customers claim that sustainability is among their top priorities, if not their first priority. Of course, the issue around plastic is pushing the entire beauty ecosystem to respond. But beyond that, there is a clear objective to reduce environmental footprints. Of course, we are much smaller than them. Nevertheless, we have a key role to play. My ambition is to transform GEKA into a sustainable company, and this focus is going to be part of our strategy. What does this mean? Let's keep this topic for a future conversation, but it is absolutely going to impact our way of working.

Which technological development is most exciting for you at the moment?

Fortunately, there are many things in the pipeline, but if I had to name just one, I would say the 3D-printed brush.

„My ambition is to transform GEKA into a sustainable company, and this focus is going to be part of our strategy.“

In your opinion, what is the role of innovation?

Innovation is clearly the fuel that drives the future. Consumers, and consequently customers, expect innovative solutions. If I were to summarize it in a single sentence, I would say, “no innovation, no future”. GEKA has always been very innovative and our patent portfolio demonstrates our “innovation appetite”. Let's continue and even keep improving in that direction. I would also like to take the opportunity to underline that innovation can be also in processes, not only in products.

What did you learn over the last year that you want to pass on to the company this coming year?

There are two things that are not really from last year but rather from recent years:

Only excellent, cohesive teams succeed. Of course, you can achieve great things with a very top-down approach that imposes your view. But this is very short-term approach that requires repeated explanations and communications from us (management at all levels). Building great teams takes time but it is very rewarding.

Strict discipline is needed in the execution of a plan. This is also true for business routines that are mandatory for mastering a business. Such routines are a great approach for involving people and acting quickly.



Concentrated power twice over: the **Artdeco Lash & Brow Power Serum** captivates thanks not only to its select care ingredients for lashes and eyebrows, but also to its most sophisticated design.

The white bottle with hot-foil printing and silver metalized cap is megastylish and highly aesthetic: a multi-functional packaging unit for brows and lashes from our high-quality product range, individually designed by the German cosmetic brand Artdeco.

The high-performance fibre brush impresses with patented HYPNO technology for improved bulk pickup and rapid delivery of the serum to the hairs, precisely applied and easy to use. The valuable care provides lashes and brows long-lasting protection – and gives a natural brilliance all day long.

UPDATE ON SCHEDULE



THE EXTENSION OF THE BECHHOFEN HEADQUARTER IS IN FULL SWING

The completion of the Bechhofen extension, started in 2019, is proceeding in giant steps. The brand-new, 10,000 m² area with additional production systems for lacquering and metallizing, silk screen printing, logistics, assembly and hot foil stamping should be complete by the end of 2020.

The goal of the overall measure is to unite additional technologies from the high-end manufacturing sector in the location, in order to offer customers the most comprehensive performance portfolio in the industry. This way, customers will be able to face the dynamic market with tailored workflows and greater agility with GEKA as a partner, which can be a crucial competitive advantage in the highly competitive beauty market. In order to be able to support customers even more comprehensively, GEKA has planned the integration of state-of-the-art automation solutions and assembly concepts as well as up-to-date office workstations. So far, GEKA is right on schedule with completion of the construction. "I am extremely confident that we will be able to move into the new space starting in mid-October, as planned," says GEKA operation manager Bernd Wagner

happily. Along with the expansion of the technical infrastructure, GEKA has already implemented the consolidation of the Bamberg and Bechhofen locations at the organizational level. Most of the assembly has been relocated to Bechhofen, and the transfer of more parts of general production and injection moulding has begun. A comprehensive intralogistics concept has also been developed for the whole location as part of the extension. In the future, the production areas will be realized through automated material flows. Bernd Wagner: "Based on a concept decision, we have defined a combined pallet and automated small parts warehouse. Among other things, the production lines will be supplied fully automatically and efficiently via a rail system. That way, we will be able to offer our customers an even faster time-to-market implementation – a genuine success factor in the dynamic cosmetics industry."

Since February, GEKA has also offered silk screen printing at the Bechhofen location. For that, two new state-of-the-art systems have already been integrated into in-house production, allowing printing on even complex

shapes with cylindrical, conical or even round-bodied parts. As soon as the new production building is ready for occupation, the machine parts for additional decoration processes will be set up. Then the entire palette of decoration technologies will be offered in one compact manufacturing area: lacquering, metallization, pad and silk screen printing. As another highlight, the buildings and facilities in Bechhofen are planned to have their own technology centre. "We want to construct a state-of-the-art space for R&D activities for all customer requests. As a link between laboratory and mass production, in the future, new ideas can be converted into concrete prototypes quickly and inexpensively in the GEKA technology centre," explains Wagner. "We are really excited about finally being able to exploit the new opportunities at Bechhofen."

die · KIM BRUSH KITS

die.Kim – the successful influencer offers a look at lifestyle, travel and fashion on Instagram and her blog. Together with her, we have developed three trendy brush kits: absolute must-haves for the daily beauty routine!

Applying make-up like the real pros has never been easier – **die.Pinsel** products, made from high-quality synthetic hair and with a natural bamboo handle, apply textures easily and flawlessly. Ideal for perfect day or evening make-up and a brilliant finish: the coordinated foundation, powder and kabuki brushes in the **Face Kit**. The eyes can be precisely defined and beautifully emphasized with the Duo eyebrow, blender and two eyelid brushes in the **Eye Kit**. And the beneficial care timeout in your home spa succeeds with complete relaxation with the **Mask Kit**: brush and silicone applicator, which smoothly apply masks of every type. A happy-go-lucky look for all beautys!



Companionship

A person's best friend: the dog - immaculately groomed and deeply loved. A symbol of the perfect symbiosis of pure relaxation and inspiration, and a healthy attitude towards life. A fusion of nature and an intuitive beauty look that indulges. Fine materials, woven textures and pure colors in warm browns and cool blues combine in an intense relationship to create a luxurious look.

Looks

Soft, neutral tones grant a natural freshness with lightly flushed cheeks and lips in subtle brown-red-rosé, covered with an ultra-fine formulation. Radiant highlight: the eyes. Cream-colored eye-shadow spreads from the discreetly mascaraed eyelashes to the brows. Shades from caramel orange to metallic aluminium create a muted cat's-eye effect, framed by accented brows.

Packaging & decoration

Natural understatement becomes a status symbol: with smooth curves, inspired by stylish animal collars and made from luxurious materials. Textures in a polished leather or brass look with patterns from woven leather and engraved glass grant modern elegance and an ultra-refined finish. Traditional engraving techniques in graceful symmetry form a sophisticated typography.

Passionate and full of power – the beauty of today's beautiful woman fearlessly takes the lead. And gets what she wants: with pure femininity and a radiant spirit. Sometimes subtle, sometimes provocative. Always ultra-smart and ultra-sensual. Confidently tempting with an atmospheric glamour look: extravagant purple tones, cool lilac and metallic effects set dramatic accents – and an exclusive statement.

Packaging & decoration

Tempting design thanks to graceful curves that merge with powerful lines into provocative graphic compositions. Under shimmering surfaces with matt finish and neo-chrome effects, the colors transform into a structural aesthetic. The typography combines stimulating curves and bold shapes for a feminine look, while smoky colors amidst darker tones set glowing accents.

Looks

The same purple tone everywhere, for an opaque to transparent sheen: smoky eyes in violet, unexpected color streaks across the lid edge and under the eye, reaching to the cheek with gradual shades. The upper eyelashes, sometimes delicate, sometimes heavily mascaraed, intensely dusted with powder in metallic purple. The lips, colored with several textures, come almost magically into focus in subdued lilac.

EXPLOSIVE

Femininity

SELF LOVE

No compromise, a pure zest for life: more and more beautiful women are happy singles – celebrating themselves. Free time turns into radiant moments of pampering with an extra portion of happiness. Even the colors seem to glow from within: high-contrast shades of blue, yellow and green provide an extra glow and playfully steal you away to an imaginative world of shimmering good mood looks.

LOOKS

The neon and fluorescent shades stand out shining and electric in a never before seen brilliance. The monocholor eyeshadow emphasizes the eyes as a dabbed application and stretches from the black curled eyelashes to the brows. The lips shine in semi-gloss fuchsia or shimmering blue, and the cheeks also become a real eye-catcher with bluish pink.

PACKAGING & DECORATION

With sensual curves, high-gloss materials and impertinent details, every product will become a genuine must-have. The packaging: powerful and attractively titillating with irresistible shapes. The textures: made from structured silicone with semitransparent surfaces and striking effects. Bold prints and humorous typography celebrate the female anatomy – and give the Self-love look a daring touch.

To be as free as you want – and do your own thing: a game of always reinventing yourself. With fantastic make-up looks in pink, fuchsia and turquoise that change fluidly between the virtual and real world. Bye-bye conventionality, here comes creativity. Holographic shapes, abstract decorations and surreal patterns are remixed at a whim and flamboyantly highlighted. So, full fun ahead!

LOOKS

Boisterously swinging lines cross the face as if on a canvas – whether in rainbow colors, metallic turquoise or pastel pink. The liner winds from the lower eyelid around the eye to the cheek. A touch of mascara artfully takes up the sweep. The rouge: two colors in wild stripes, with matt, sometimes gleaming texture. The delicate pink lips are staged in rich contrast, with showy outlines, untamed and imperfect.

PACKAGING & DECORATION

Absolute eye-catcher: the stylish design shaped like antique jewelry, extravagant digital effects and airbrush techniques. From recycled elements that merge unexpectedly come surreal patterns and structured surfaces. Transparent color layers with metallic hues are beautiful and playful. The blurred typography is hypnotically distorted.

What happens when our customers' desires meet the expertise of our departments? Pure gold!

The unique metal unit **Rouje Le Mascara** from the trendy Parisian start-up is a super classy eye-catcher with a sophisticated brush – classic and conical. Made with 100 percent renewable organic fibres from the castor oil plant, for bristles that precisely define the lashes from root to tip. For a natural look with a spectacular lengthening effect – and with a delicate tip to highlight even the finest hairs in the corners of your eyes.

Developed jointly in the exclusive mascara workshop and optimized to perfection locally. Tailored: even the tool for gleaming grooves in the bottle. The folding box: designed by Rouje, developed by GEKA. The **eyelash curler**: from our Accessories division. For a perfect product with a touch of Parisian flair, feminine chic with retro charm that conjures a unique day look for every beauty.

Rouje

LE MASCARA & EYELASH CURLER



LEARN FROM THE EXPERTS



VISIT OUR MASCARA-WORKSHOP

When searching for the perfect complete system for a new mascara, cosmetic brands have dream partner in GEKA! We are the mascara experts and, together with you, our customer, create your ideal mascara in our Mascara-Workshops. In the GEKA Excellence Centre for beauty applicators, we have a unique infrastructure for developing innovative, trendy brushes that provide precisely the desired performance - all in a single day!

Thanks to the GEKA expert team's years of experience, you get concentrated GEKA expertise: brush development, lab, marketing and sales. Together in communication with you, we will develop the ideal combination of packaging, formulation and brush, perfectly tailored to your desired make-up result. You benefit from the many patented technologies of the mascara giants for a foundation for producing a unique mascara. The various application tests are expressively recorded in pictures for a visual comparison. That way, the workshop team approaches the exclusive brush for an extraordinary make-up outcome, step by step.

A major advantage of our concept is the ability for our customers to thoroughly test the various brush options with the right formulation on site. That way, you are guaranteed to make the best possible decision with our support! Did you know that fibre brushes in particular can be designed down to the finest detail? In this kind of brush, the design options are extremely flexible when it comes to creating new shapes to find the perfect mix of application performance, make-up result and design. For molded brushes, we provide extensive consultation to determine your ideal settings for the various degrees of hardness and masses. Depending on the degree of customization, we then offer the option of securing the newly developed brush exclusively for your specific product! Get in touch with our mascara experts now and make your workshop appointment!



INTERVIEW MANUEL OTT

How did you come to GEKA and what has been the course of your career? In which departments have you worked?

I was working as a miller in a smaller plastics company. But I was only able to practise the trade I had learned, process technician, occasionally there. In 2012, I learned from an acquaintance that GEKA was looking for staff in that area, so I seized the opportunity and applied. After an interview and a follow-up trial day, where I worked in several departments, I was hired as an IBM setter. I've been here ever since.

What exactly is your job at GEKA?

Primarily, I'm responsible for reconfiguring IBM machines, making or optimizing the settings on them. My other tasks include quality monitoring as well as dye and order changes on the machines.

What has been your finest moment at GEKA?

When I was hired permanently as a process technician. After a ten-year dry spell, I was finally able to work again in the trade I learned and love.

What makes GEKA different from other companies?

In my view, especially great value is placed here on the development and modernization of existing systems and on the further education of employees through training.

What projects in particular do you remember positively?

The introduction of the Mould & Matic system was accompanied by really exciting training. I really had the feeling of being allowed to participate in a worldwide innovation.

Your job in three words.

Multifaceted, future-oriented, challenging!

Would you describe your job as a dream job?

Yes, it really is. I enjoy going to work, and I am proud of what I do.

What has been the best decision of your career?

Applying at GEKA.

What has been your biggest challenge so far?

What are you particularly proud of?

That I was able to learn the injection-blow moulding process. I am proud of having become a really competent setter who can independently solve a variety of problems.

Describe yourself in three words.

Calm, patient, eager to learn.

What is your recommendation for other employees?

You shouldn't compare GEKA to other companies if you don't have any other job experience. If you've never worked anywhere else, you can't make comparisons.

What, for you, is the secret to success for a good work atmosphere?

A good work atmosphere always comes about when the needs of employees are addressed and people work together rather than against each other.



INTERVIEW MANUELA WEBER

How did you come to GEKA and what has been the course of your career? In which departments have you worked?

I got the key tip from a GEKA employee I was in physical rehab with. After I was hired, I started in bottle manufacturing. I liked that we were always instructed to pay attention to quality and to deal independently with problems that occurred. After just a week of training, I was allowed to work alone on the machine.

What exactly is your job at GEKA?

I operate a variety of machines in production. In addition, I'm responsible for quality control of the finished pieces and the subsequent packing.

What has been your finest moment at GEKA?

When my shift foreman came and asked if I would like to be his work scheduler. Since then, I assist the shift foreman, handle administrative activities, and break in new employees. Expanding my skills at GEKA and taking on new assignments with more responsibility is a wonderful feeling.

What makes GEKA different from other companies?

You can rely on GEKA! If you're not feeling well, you get support. Also, as an operator, I really can't complain about my current pay.

What projects in particular do you remember positively?

The expansion of GEKA is a good sign for the future. As an employee, I'm proud to be part of a large, international company.

Your job in three words.

Fun, colleagues, pay.

A trend that is underestimated?

Having a good job.

What has been the best decision of your career?

That I have worked so long for GEKA.

What has been your biggest challenge so far?

What are you particularly proud of?

That I still get to stand in as the work scheduler after over 18 years on the job. Of course, first I had to face up to the job, which was a big challenge for me. I'm really grateful to GEKA for getting this opportunity and I'm glad I can repay that trust with performance.

Describe yourself in three words.

Team-oriented, responsible and diligent.

What is your recommendation for other employees?

Hang in there! I recommend not switching quickly from company to company. In my experience, staying with a company for a long time pays off positively. Being able to share my experience with newcomers at GEKA is dear to my heart.

What, for you, is the secret to success for a good work atmosphere?

Working together with your colleagues in spite of occasional differences, and being in as good a mood as possible while doing it. The challenges of day-to-day work are best solved as a team, which I understand very well.

FOR A HEALTHY WORK CLIMATE

The two GEKA Health Days on November 15 and 19 were very well received again this year!

As part of the company health promotion, employees received information on a variety of health and safety topics in hands-on activities, workshops, consultations and presentations. Always concerned with the general well-being, GEKA management endeavours to increase the awareness of every employee for healthy behaviour. Apparently, they had a good feeling for the interests of the GEKA team again in 2019. In particular, the offer of on-site health massages, available since December of 2019, was enthusiastically received and led to quite a crowd in the company canteen. In a separate area, employees were able to see for themselves the quality of the massages from the new GEKA health partner "Relaxans entspannt". While the massage offered pleasant relaxation from a strenuous workday, completing the stumble, slip, fall obstacle course focused on challenging personal mobility. Armed

with information that a third of accidents result from falls, GEKA employees then braved the approximately 25-minute obstacle course on the company grounds in Waizendorf. The activity was intended to increase the participants' awareness of stumbling, slipping and falling accidents by having them recognize and eliminate potential danger zones on the course. Another measure, provided by GEKA health partner AOK, gave employees the opportunity to undergo a free S3 check in which participants' physical stability, sensorimotor regulatory capacity and functional muscular asymmetries were assessed and classified with a computerized measurement system. Targeted recommendations for physical training to compensate for individual balance problems were derived from the results of the 15-minute analysis. To round out the successful day, all participants took home one of the



coveted GEKA health bags. "These Health Days are a key element of GEKA's health management," summed up GEKA health officer Antonia Rieflé. "The safety and well-being of our team is a crucial factor in giving our best for our customers every day."

However, the annual Health Days is just one part of the extensive measures for promoting company health at GEKA. For example, last year there was greater focus on the subject of noise protection in the daily work routine, and measures for noise reduction were implemented. In addition, preliminary return-to-work discussions are held and reintegration measures are taken with employees with long-term illnesses. The individual situations of the affected people are specifically addressed. In order to maintain the health of employees through preventative measures, the company canteen team offers menu choices with

healthy food. And to promote the fun of exercise, GEKA employees, as of 1 March 2020, will be able to use the JobRad® range of services. The idea is for GEKA to lease tax-subsidised bicycles and e-bikes: for its employees' way to work, but also in their everyday life, on holidays or for sporting activities. This benefits the environment; it makes you fitter and brings significant cost savings compared to purchasing.

Above all, it is the sum of the individual measures that makes GEKA an employer which places the greatest importance on the subject of health and work safety.



got2b



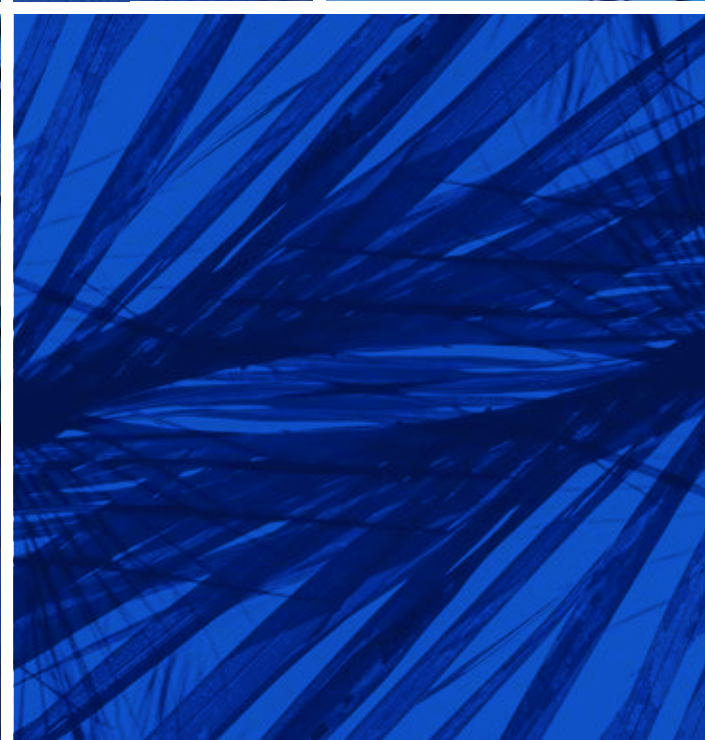
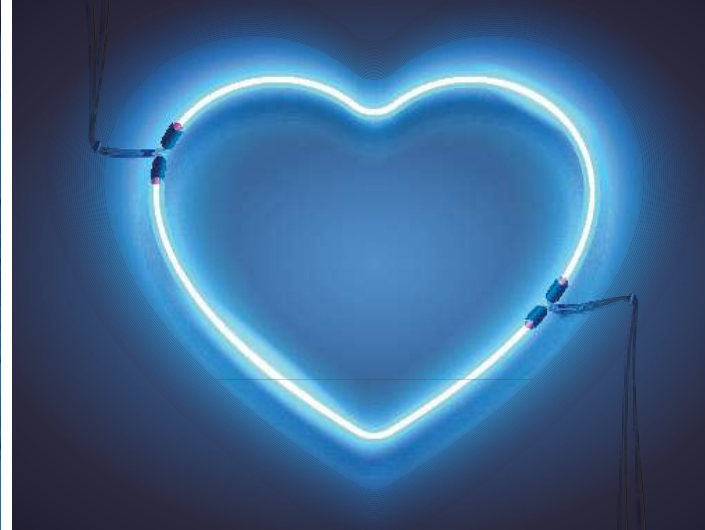
Bye-bye stubborn hair! With the brand-new **got2b hair styling product**, even the most unmanageable hair can be controlled in no time. The special trick: the fixing brush from GEKA for super easy handling.

Small, but watch out! The got2b hair tamer was specially designed for stubborn baby hair. Thanks to short bristles, the brush glides smoothly through every hair, separating the finest and fixing them in place for a perfect hold, all day long.

The select, specially developed mass ensures precise quick-drying application without clumping. The result: a perfect sleek look for natural-looking, smooth hair. Also brilliant is the stylish appearance of our individually made bottles. The salmon-coloured cap meets the orange bottle with black hot-foil printing and turquoise silk screen printing as a colorful eye-catcher. The trendy secret weapon for a strong hold.

Color of
the Year
2020

Classic Blue
19-4052



EXHIBITIONS

-2020-

FEB.

11. - 12.02.20

Make Up Action
LOS ANGELES

MARCH

12. - 15.03.20

Cosmopack
Bologna

june

18. - 19.06.20

Make Up Paris



SEPTEMBER

16. - 17.09.20 MAKE UP NEW YORK

28. - 30.09.20 LUXE PACK MONACO

THE ONE TREMENDOUS

FIERCE MASCARA

It's got the power in it! **The One Tremendous Fierce Mascara** for extreme volume boost with amazing curling effect: the groundbreaking innovation for an ultra-feminine look and 24-hour breathtaking hold.

The specially manufactured super-size brush with over 300 cushion fibre bristles, five volume reservoirs and a sensational 30 mm length works in perfect synergy with chroma black pigments – and gives every lash an intense black, without feeling heavy. The special curve in the "woman shape" takes up even more mass – and maximizes the volume, while every individual hair is lengthened tremendously. The two-component fibre with expanded outer case from the GEKA EOS 2.0 family provides an ultra-soft application. The design of the bottle is also extravagantly cool – with pink hot-foil printing, silver embossed ring and furious detail: the embossed brand "O" on the top of the cap, produced by a custom-developed tool for our customer. Customized in top form – WHAAM!



eva
mosaic

Three times wow-effect with the mascaras of Eva Mosaic! For a perfect blink of an eye – from Russia with love.

The design of the **Long Story Mascara** with hot foil in gold and white is simply super chic. The patented 1K-brush defines each lash with the delicate mass of natural waxes.

It catches the eye immediately: the **Easy Volume Mascara** with 3-colour silk screen printing in black, white and blue on a pink bottle covers the lashes in an intense black. The 2K-brush with ultra soft bristles and GEKA's sandwich technology creates breathtaking volume and lifts even the finest hairs for an extra push-up effect.

A real eye-catcher is also the turquoise bottle with 2-colour silk screen printing of the **Twist & Go Mascara**. With a curved brush for perfectly curled and extended lashes – and innovative EOS 2K fibre that applies even more volume with just one stroke.

Three products to fall in love with!



GEKA 
A medmix Brand

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