

GEKA **UPDATE**

SUSTAINABILITY
REPORT 2022
Driving Sustainable Beauty

ALL-NEW
TECHNICAL CENTER
Bechhofen

MARKET
INSIGHTS
Beauty Trends

#TEAM
TALK
Interviews



2022



EDITION 2022

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EDITORIAL

Welcome to the 2022 issue of GEKA Update Magazine!

We are proud to give you a sneak preview into our projects as well as an outlook into our further development.

Although the Covid situation is under control at GEKA we are still facing supply-chain challenges due to the increase of raw-material and logistic prices. This, however, should not hide the fact that we have seen a steady market recovery with higher order intake and new customer co-development projects in innovation as well. The Beauty market is recovering, proof being the come-back of exhibitions and so we could be present at 3 shows since our last edition, MakeUp in Shanghai 2021, MakeUp in Paris 2021 and MakeUp in LA 2022.

Our leadership in manufacturing high-performing brushes and applicators for beauty and skincare, has been tested and approved by third parties. We are excited, that our micro bristle applicator (MBA) and our latest innovation in mascara brushes have indeed been recognized as the most innovative applicators in the industry, read more on page 12 and 13.

Another success we are also proud of is the completion of our headquarters expansion in Bechhofen, Germany. The Covid pandemic did not stop us from making it happen; the new factory and offices will allow us to be more efficient and productive. With this came the creation of an all-new technical center designed to boost our development capabilities. Helping us to unlock new sustainable innovations for high precision beauty applicator solutions, this investment will enable us to advance our cosmetic technologies and better support our end users. Learn more on page 6 and 7.

In the face of unprecedented global challenges, we believe that the drive towards sustainability and continued support for the communities we interact with need to remain top priorities. We couldn't be more thrilled to present to you the 2021 GEKA Sustainability Report, which will highlight the opportunities, resiliency and commitment to our customers, our staff and our environment. Read the full content on page 24.

Want to know more? Stay fully informed with our social media channels: follow our news on Facebook, XING, LinkedIn, Instagram, and YouTube! Or visit us in person at our numerous trade fairs around the world. We looking forward to seeing you – and working closely with you in 2022 and beyond!

GEKA Marketing

LANCÔME

PARIS

ALL OVER CONCEALER

A true eye catcher! GEKA was chosen by the prestige brand Lancôme to make its latest product: Complexion Idole Ultra Wear All Over Concealer. The luxurious concealer not only conjures up an even finish on the skin, but also brings a sense of wonder to the eyes: the crystal-clear bottle was made by GEKA from a plastic that is extremely shatterproof and reminds of a glass bottle. The outcome is a sophisticated design.

The lettering was applied with hot foil stamping and the cap was painted jet black. The absolute highlight is the golden metallized top, which sits gap-free on the lacquered cap and presents the unmistakable brand logo in a seductive and timeless way.



DELIVERING TECHNICAL ELEGANCE

With the expansion of our headquarters in Bechhofen, Germany, comes the creation of an all-new technical center designed to boost our development capabilities. Helping us to unlock new sustainable innovations for high precision beauty applicator solutions, this investment will enable us to advance our cosmetic technologies and better support our end users.

Why a technical center?

We want to provide our customers with faster prototyping and expedited product development. Our technical center will help us to develop new beauty solutions, rapidly producing samples for assessment and implementing the latest production technologies to deliver new efficiencies. In all cases, the technical center will save our customers time and add value while enabling sustainable advancements in beauty. Our technical center will be available in Bechhofen, the world's excellence center for leading cosmetic and skincare applicators, from June this year.

State-of-the-art equipment

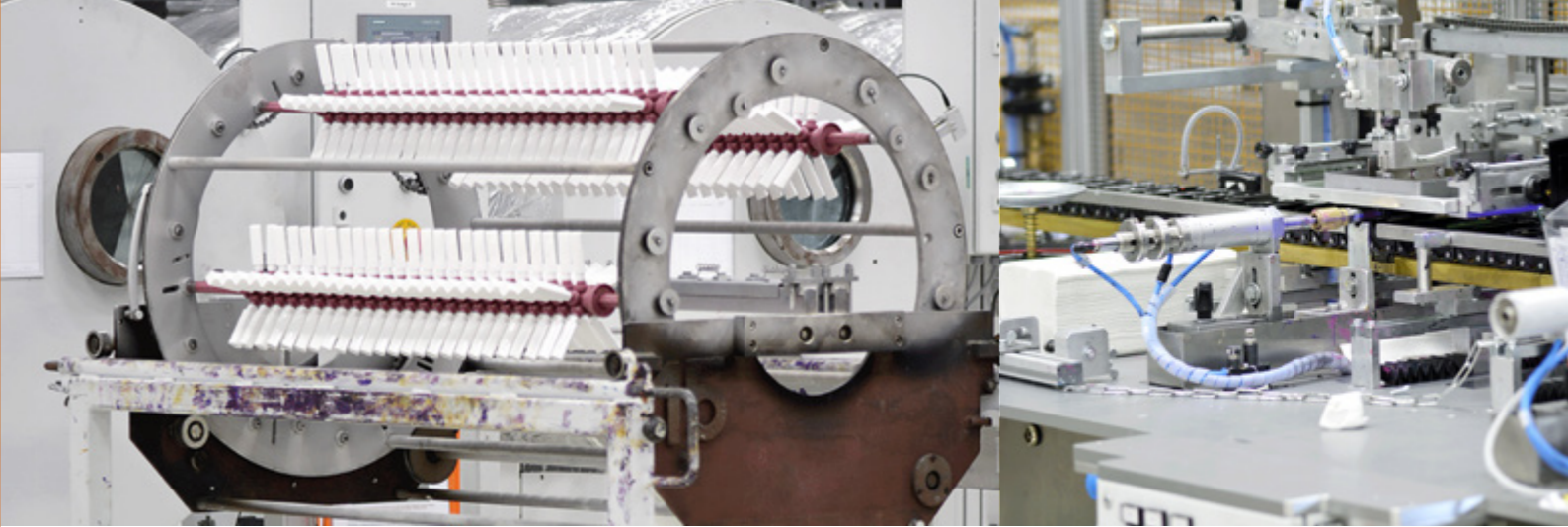
To ensure that we can achieve these time, value and technology advantages for our customers, we are adding state-of-the-art equipment to the technical center. Covering all of our key manufacturing processes, the new equipment will be exclusively used for development work, delivering working prototypes quickly for testing and approval, ready for manufacturing to begin.



Next generation applicators

Our applicators offer market-leading performance. To stay ahead of the curve, we have installed a 3D printing machine to allow additive manufacturing of plastic applicators faster than ever before. Highly efficient and flexible, 3D printing will enable us to quickly produce and trial new applicator designs, delivering prototypes as efficiently as possible. Furthermore, the machine will give us more scope for experimentation with pioneering concepts, unlocking the beauty looks of the future.

This advanced capability will be matched with a brand new twisted wire brush development department, which will work closely with our manufacturing team to deliver innovative designs and efficiencies. A feature that underlines our leadership in brushes and applicators for cosmetics and skincare.



Packaging of the future

Furthermore, we have invested in three new injection molding machines. These will enable us to manufacture packaging concepts faster and allow us to test the most efficient production methods before moving to full scale manufacturing.

We will also use our new capacities to advance our sustainable packaging solutions. As part of our wider sustainability strategy, we are incorporating post-consumer recycled plastic and biopolymers into our new and existing packaging designs. The new center will allow us to further expand our research and implementation of these low carbon materials.

Decoration is another one of our key processes. To ensure we can deliver complete product concepts to our customers, we are installing three hot foil printing machines, two sets of digital hot foil printing equipment, an ink-jet decoration machine and a laser decoration machine. With this increased machine capacity, we can provide fully finished products with complex decorations directly to customers faster than ever before. With our wide range of highly effective in-house surface finishing techniques, we make sure we align the packaging with your brand aesthetics and keep your product on trend. No matter which method you choose, GEKA is your go-to decoration partner.

Cosmetics experts

As well as installing machinery, we are building innovation teams packed with leading experts from across multiple beauty disciplines. With beauty specialists in applicators, formulas, packaging, design and production technology all collaborating – we can ensure that your product prototype matches your specification and delivers the look your customers need. Seamless communication between experts of different fields will further foster the spirit of cosmetic innovation, delivering new breakthroughs in beauty. With this strong knowledge base and close collaboration, you can innovate with us to achieve next generation cosmetics.

The benefits

As a global trendsetter for high performance application solutions in the beauty industry, we know that you rely on us to launch new products that inspire. We work with you throughout the product development process to achieve this, and the investment in a new technical center will only strengthen our abilities.

Our new capabilities will allow us to deliver the best solutions to meet changing customer needs. With our knowledge, new technologies and agile manufacturing – we aim to deliver future-proof solutions, attain your specifications and exceed customer expectations.



Our fully finished beauty service

GEKA offers a complete service for the development of beauty products. We work closely with you to deliver market-leading formulas, exceptional applicator performance, striking packaging, engaging artwork, optimized filling and efficient production processes. In addition, we offer extensive product testing and an expedited approvals process. With the addition of our new technical center, we will further grow this service to slash development times, add value and get your new look on the shelf first.

SUSTAIN MASCARA

Long, deep black eyelashes, perfectly defined and yet not heavy. Who wouldn't want that effect when they are putting eye makeup on? Sustain Mascara from Cheekbone Beauty has achieved precisely that, and it's vegan, too. The nourishing mascara formula contains castor oil and therefore promotes eyelash growth in a natural way.

Cheekbone Beauty Sustain mascara is a fully finished product from GEKA. The patented push-upBRUSH from GEKA has a special design that separates and lengthens the eyelashes perfectly,

while precisely the right amount of mascara is applied to achieve generous volume. The horizontal and vertical brush configuration allows smooth application with precision, while the bristles at the tip provide an additional push that can be used to lift and shape even the smallest lashes. This makes it possible to emphasise even the small lashes on the lower eye lid perfectly.

The mascara uses 1K technology, which makes it possible to have the brush made of one component only through injection molding, in different colors.

SUSTAIN BROW GEL

High quality, cruelty-free and low environmental impact: that's Cheekbone Beauty from Canada. Sustain Brow Gel is a toned eyebrow gel which perfectly masters the eyebrows definition and supplies nutrients and moisture to every hair at the same time.

The eye-catching technical feature with Cheekbone Beauty Sustain Brow Gel is undoubtedly its brush, with many years of GEKA expertise behind it: the volumePERFORMER impresses not only because of its unusual shape but also by how it works: the stiff fibers provide the optimal combing effect, which tames

even the most stubborn eyebrows. The uneven surface of the EOS fibers holds a very large volume, distributes it evenly over the brows and creates brilliant separation.

The elegant white eyebrow unit is finished with the sophisticated Cheekbone Beauty logo that stands out perfectly from the bottle and the cap is a real eye-catcher on any beauty shelf.

We are proud to have the opportunity to work for the Canadian beauty brand Cheekbone Beauty.

IN-HOUSE EXPERTISE FROM A SINGLE SOURCE – OUR FULL-SERVICE APPROACH

With GEKA's full service for cosmetics, we can help our customers deliver beauty faster. From initial applicator and packaging design, to testing and filling – our complete approach is the perfect match for your new range of products. Partner with us, and we'll bring beauty into every step of your development process from start to finish.



Formulations & in-house laboratory

We collaborate with renowned specialists to deliver market-leading formulas that excel. Analyzing the latest trends and your desired characteristics, our in-house laboratories and cosmetics experts can deliver your perfect bespoke product fast – so you make it onto the shelf first.

We can work with customer-chosen formulators, adapt applicators to ensure best performance or select for you from our network of trusted partners. If you prefer, we can even work directly with your own formulation – the choice is yours.

Paired with our strong in-house lab expertise, we advise you on how to perfectly coordinate trend-conscious formulations, innovative packaging, and high-performing applicators for superior results – all entirely bespoke and perfectly aligned with your requirements.

Beauty by design

We offer a wide range of in-house developed applicators to ensure a perfect match between brush and formula. This integrated approach guarantees a striking look for end users. Our packaging range also includes a constantly growing selection of low carbon, sustainable material options.

Standing out on the shelf each season is a challenge for any beauty product – but it's one we relish. Whether you need an extravagant design or a classic aesthetic, we tailor your packaging to match your audience. We can deliver complete concepts for an entire range of bespoke products to address the Beauty market.

We actively encourage you to join us in the design process, with initiatives such as our mascara workshop allowing you to work closely with our teams throughout development.



Ready-to-go

As part of our full service, we also offer ready-to-go mascaras. Our kits are available with both molded and twisted wire brushes, each containing the two best performing mascaras with makeup effects such as xxl volume, volume & definition, volume & lengthening, volume & curling and specials.

This allows our customers to skip the development process and specify a proven product quickly. With a range of characteristics to choose from, companies can select a standard product that features all the characteristics they require.

More than 30 mascara combinations are ready as turnkey solution. The combinations have been tested, fully inspected and filled with trendy textures to meet the current formula trends. GEKA offers you the packaging personalization to fit with your brand identity.



Added value:

More than just packaging or filling

We fill millions of cosmetics products from our dedicated filling lines every year. This supplies the quantities required to make your product a best seller in stores worldwide.

Our highly automated, flexible filling lines produce finished products faster and to a higher quality standard. This efficient time-line gives you an advantage over your competition, and allows you to bring out your product first.

Reap the benefits of excellent speed-to-market, high flexibility with our filling machines in Europe and North America, and fully automated processes. Our filling service reduces the complexity in the value-creation chain and provides cost-effective solutions with outstanding time-to-market. One-stop shopping at GEKA means packaging, formulation, filling, and accessories, all from a single source. We fill products made of glass, aluminum, PCR and virgin plastic from the mass to high-end-segment.

This inherent flexibility allows us to deliver batches of all sizes, whether you need exclusive products or sheer volume. We can accommodate bottles of all shapes and sizes, as well as complex packaging. Ultimately, we have the capability and capacity to support demand.

Thanks to our wide range of highly effective in-house surface finishing techniques, GEKA aligns the packaging with your brand aesthetics and makes each product unique with a personalization at 360° in one. Every day, our team of decoration experts works together with our customers to develop new aesthetic masterpieces and reinvent old products with added-value finishes through our in-house silk screen printing, hot foil stamping, metallization, and lacquering finishes. No matter which method you choose, GEKA is your go-to decoration partner. If it's possible, we'll make it happen.

Beautiful from start to finish

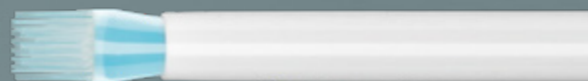
With GEKA and its full service for beauty products, we can help to create the perfect look while adding value and reducing time to market. Our complete approach and industry-leading expertise ensures seamless coordination between formula, applicator, packaging and design – ensuring that your customer's vision of beauty is achieved.



GEKA'S MICRO BRISTLES:

THE INNOVATIVE RESPONSE TO THE RISING TRENDS OF SKINIMALISM

28885 fusionAPPLICATOR



14471 pureIDENTITY



28873 precisionLINER



In response to the market demand, GEKA has expanded its product portfolio to innovative systems like the precise, clean, and hygienic micro bristle applicators.

The micro bristles allow the loading and release of a precise and regular dose regardless of the user.

Advantages of GEKA's Micro Bristle Applicators (MBA)

- Soft micro bristles allow for precise, hygienic, and soft product application
- Exact matching of the applicator to the application, product, and customer requirements
- Higher dosage and application precision
- Pure pharma-grade plastic: no use of glues, fibers, metal, or additives
- Reduced product waste

fusion APPLICATOR

Innovative applicator with very delicate micro bristles for the precise, pure, hygienic and smooth application of formulation

GEKA'S LEADING BEAUTY APPLICATORS



pure DEFINITION

A bi-injected brush produced with GEKA's SANDWICH technology



MASCARA

BEST PERFORMER

contains the two best performing ready-to-go mascaras with the following claims:

- VOLUME
- VOLUME & DEFINITION
- SPECIALS
- VOLUME & LENGTHENING
- VOLUME & CURLING

All solutions are available as turnkey solution.
They are filled, fully tested, and inspected using:

- Ready-to-go packaging (incl. PCR packaging)
- Ready-to-go brushes
- Molded with ready-to-go masterbatches from our standard decoration catalogue
- Decorated with in-house silk screen printing
- Filled with the best bulk combination

We leverage our extensive in-house capabilities to provide a full turnkey capabilities to provide a full turnkey service for mascara development and delivery. This incorporates applicator design, packaging, formulation, lab expertise, graphics, finishing, filling and accessories. A dynamic approach allows customers to select services as required - ensuring an efficient process and a product that perfectly matches the DNA of your beauty brand.

FAN C BRUSH

New brush design by GEKA.
Available as ready-to-go solution from October 2022.

Molded brush in spreader design with 2 application zones. Bristles at the brush tip for pointy separation and the final touch. Designed for perfect lash fan effect and heavenly lengthening & separation.

Request samples of our new FAN C Brush today.
We are your partner for an unique mascara development for an unmatched application experience.

KEYTRENDS 2022

GEKA Market Insights & Trend Research

Inspired by Cosmetic Business



1 | ANTI-STRESS, THE NEW ANTI-AGING

Anti-aging is old news, anti-stress is the latest trend. Current events are making us question our values but also the stresses that we are under – and the trend is moving extremely quickly into a new direction:

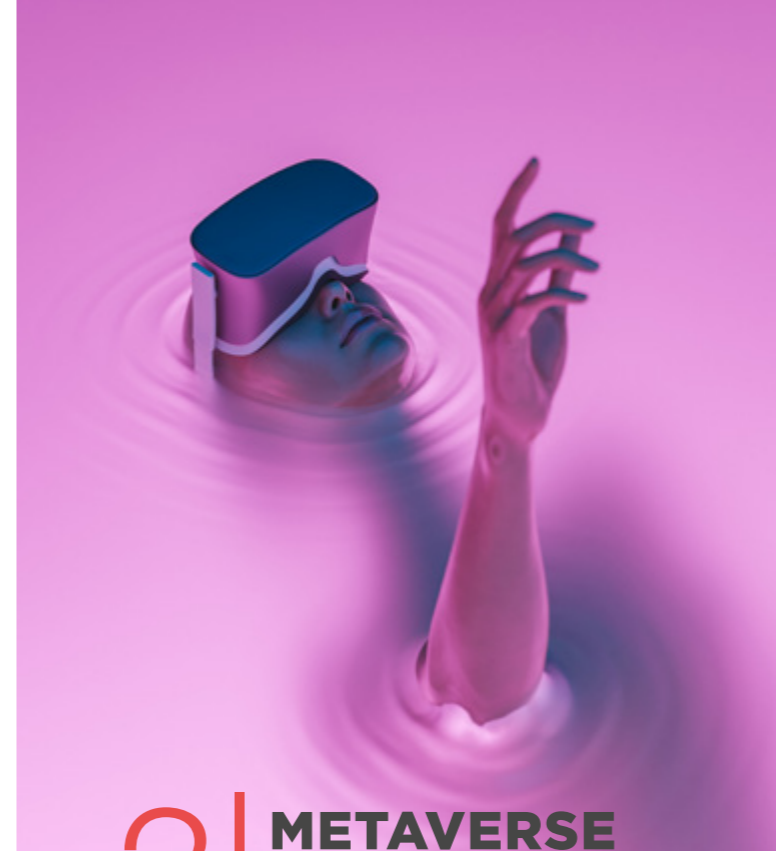
We are looking for a new lift that will restore our former radiance. The fact that anti-stress will become a particularly important part of our lives this year.



2 | SUNTELLECTUAL

Is UV protection overrated? We all long for sun, but what about protecting our skin? Young people, in particular, have integrated skincare firmly into their daily routine, but often do not know enough about UV protection – even though they have better access to information than ever before. Is the effect of sunlight being underestimated by Generation Z simply because sunscreen does not feel particularly good on the skin?

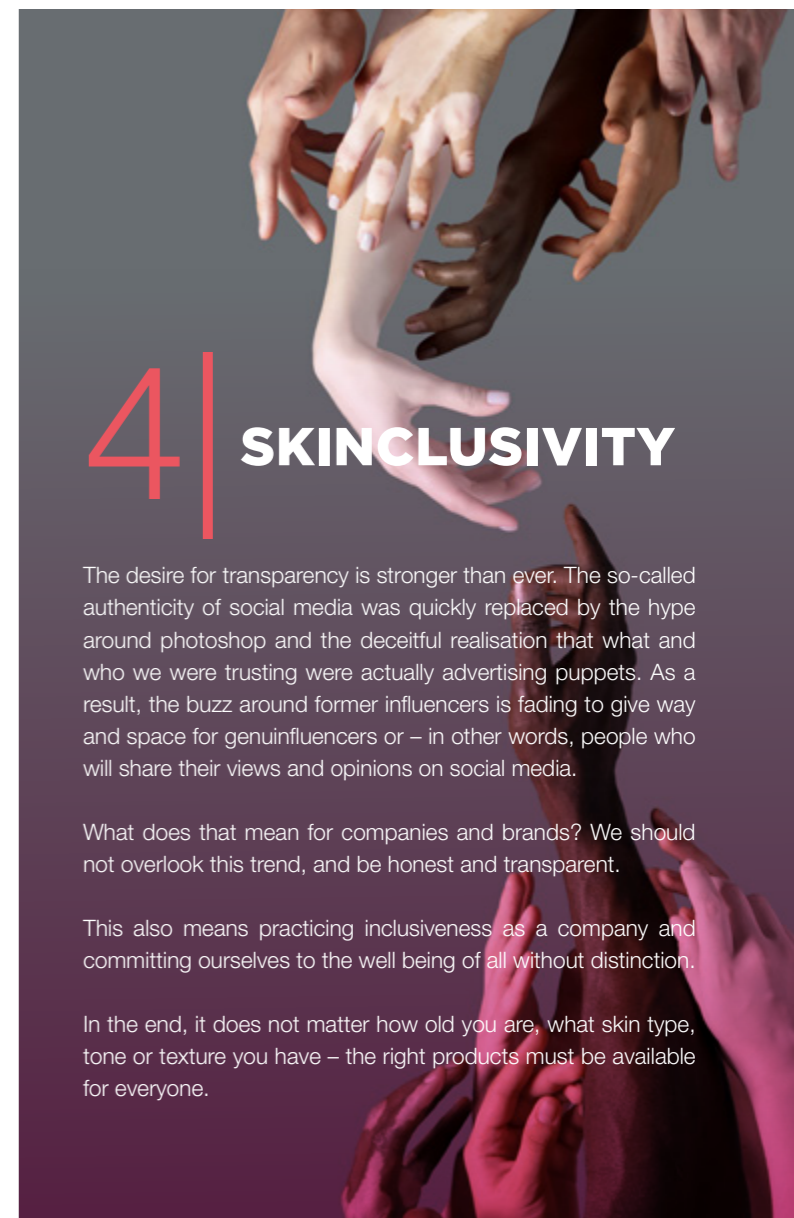
The challenge for companies here is to develop new products that can be included as a pleasurable part of morning routines as a matter of course. It's an opportunity to make a significant impression.



3 | METAVERSE BEAUTY TAKEOVER

Welcome to the Metaverse. Virtual makeup, digital technologies, 3D avatars as beauty influencers. The world is high on technology, and the borders between reality and the digital world are increasingly blurred. What does that mean for beauty?

Meta-beauty is challenging the industry and simultaneously providing the opportunity to push our innovation and reflexion further than what the reality would normally allow. The only limit is our imagination. In the future, creativity and self-expression will have more space than before and become key to success.



4 | SKINCLUSIVITY

The desire for transparency is stronger than ever. The so-called authenticity of social media was quickly replaced by the hype around photoshop and the deceitful realisation that what and who we were trusting were actually advertising puppets. As a result, the buzz around former influencers is fading to give way and space for genuinfluencers or – in other words, people who will share their views and opinions on social media.

What does that mean for companies and brands? We should not overlook this trend, and be honest and transparent.

This also means practicing inclusiveness as a company and committing ourselves to the well being of all without distinction.

In the end, it does not matter how old you are, what skin type, tone or texture you have – the right products must be available for everyone.

5 | CLIMA-POSITIVE BEAUTY

Everytime we hear of a storm coming up now and feel it, we know: we are in the middle of climate change. Although climate neutrality is not a new concept, our awareness has grown. The same is true for the cosmetic brands. Companies that are already following a carbon neutral strategy are working to compensate more carbon than they use.

Almost every Generation Z consumer considers climate change as the biggest environmental problem, which consequently influences their buying behaviour. We have to set a good example and reinvent ourselves as this is not only a trend but an attitude which will determine our future.

SPRING/SUMMER 2023

BEAUTY TRENDS

Ease, serenity, freedom. We all pursue a passion that should not only exist in our dreams – now more than ever. So let's summon the courage to find ourselves: and be ready to rewrite our own history and live our dream.

Clarity



Unpolished

Corners and edges instead of profanity, self-love instead of standard. We stop comparing ourselves to others and we are no longer concerned with what society expects of us. We say YES to our identity – unpolished.

Myself & I

We have learned that nothing is forever. And in doing so, we have found ourselves. A new truth that teaches us that we are not chasing a goal, but that the journey itself is exciting and fascinating us. A journey that takes us to our inner identity and that could not be more spiritual.



Real and digital merge into a common cosmos – and we are right at its centre. This voyage of discovery is new for us. And that's why we feel like rebels expressing ourselves with enthusiasm.

PHYGITALITY



Scan the QR Code and drive into the trend worlds.

Eudora



BOTICÁRIO MÁSCARA PARA CÍLIOS SOUL TURBO

With the Eudora brand from Boticário, the most spectacular trends in fashion and art are turned into products – and the result goes by the name Máscara Para Cílios Soul Turbo. Turbo volume, massive lengthening, intensive curling, precise definition and maximum hold are the focus here in creating a striking look.

Our magicDEFINER brush is made of ultra-fine bristles which reach even the shortest hairs, effectively covering the lashes in several layers in a fan pattern. Thanks to the conical shape, application is extremely easy and quick and the result is outstanding. The applicator is made of a single material using the one component injection molding process.

The bottle decoration is also truly eye-catching and has been designed by GEKA specifically for the customer: A mother-of-pearl-like master batch with a gold hot-foil printing creates maximum elegance, while new tools were developed specifically for the extravagant and unique cap to deliver the perfect striking look.

We are honored to have the opportunity to develop product solutions for this great brand.

Color of the Year 2022

PANTONE 17-3938 VERY PERI

Once again, we have matched two of our products with the Color of the Year to highlight how we turn beauty trends into products ready for sale.

This Brow Growth Serum was crafted to offer both coloration and growth treatment. Our ultra-thin nano fiber brush in bended design works perfectly on brows. Its small size allows precise and exact application with maximum control while its bended design makes it easy to catch the brow contour.

A Brow Shaper in the color of 2022, with a high-quality blade for magical results. Wonderfully easy and precise application. Its special feature: Foldable design, making it suitable for any handbag, no matter how small.



We turn
Beauty Trends
into **products**
ready **for sale**

INIKA

ORGANIC

BOLD LASH

Like a feather through every eyelash: the Inika Bold Lashes Mascara range creates a dramatic eyelash impact with an unbelievable volume that you will never forget. The reason is GEKA's impressive deltaFIBER: with its triangular shape and edges, which separates the eyelashes perfectly. The effect can be enhanced even more by turning the brush when applying the mascara.

Not only are the makeup results eye-catching, so is the elegant fiber brush too. The copper brown packaging has a matt satin finish with a clear lacquer, creating a beautiful interaction of matte and gloss effects.

We are delighted to have the chance to work with the beauty brand Inika.



Schwarzkopf
got2b

KLEBER & BROWS AND EDGES

The well-known got2b brand from Schwarzkopf & Henkel has worked with GEKA to develop an innovative 2-in-1 product which allows you to not only style your eyebrows but also to keep baby hairs in line.

The velvetCURVE fiber brush demonstrates once again GEKA's expertise. It applies plenty of the formula and has 2 application zones. First, the gel is applied with the broad side, then the short side is used for styling and fixing. Whether you are dealing with unruly eyebrows or frizzy hairlines – velvetCURVE and got2b control every hair. Our soft fiberDREAMS™ polyamide fiber makes sure that each hair is well separated.



The striking yellow trademark is reflected in the bottle design. The logo and text are applied by hot-foil printing and the black cap is completely recyclable carbon-free – an innovative and sustainable alternative to black plastic.

GEKA SUSTAINABILITY REPORT

Innovating to drive sustainable beauty

GEKA is committed to creating positive and enduring change in the world. Our company vision is focused on offering aesthetic, functional, good quality and sustainable high precision beauty application solutions. We want to deliver these while ensuring that everything we do has a positive impact, including our planet that we all share.

In the face of unprecedented global challenges, we believe that the drive towards sustainability and continued support for the communities we interact with need to remain top priorities. We couldn't be more thrilled to present to you the 2021 GEKA Sustainability Report, which will highlight the opportunities, resiliency and commitment to our customers, our people, our communities and our environment.

Thanks to our highly motivated employees and collaborators, we have been able to achieve key milestones along this path throughout 2021 – as a company, community and industry partner. We are proud of the programs and initiatives discussed in this report, and we are excited by the year ahead, as we continue building on our sustainability strategy.

Scan the QR code and read our Sustainability Report:



Going Platinum

GEKA once again earns place in the top 1% of EcoVadis sustainability rating



We are delighted to receive our second EcoVadis Platinum medal, as it recognizes the hard work of our entire organization in realizing our sustainability strategy. This rating places GEKA in the top 1% of companies assessed in its sector for the second year running.

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

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

Climate impact of our supply chain

GEKA has been awarded a B Supplier Engagement Rating (SER) by the CDP for reducing the climate impact of our supply chain

The rating builds on an overall climate change score of B for us in 2021, illustrating how we are taking a leading role in sustainable cosmetics.

As a part of medmix, a global leader in high-precision delivery devices, GEKA is disclosing its activities with the CDP. This is aligned with the transparent, integrated approach that all medmix segments are taking towards improving their environmental footprint. SER scores are calculated by the CDP across multiple criteria: governance, targets, scope 3 emissions and value chain engagement. One of GEKA's key targets for 2025 is to reduce the carbon footprint of our global value chain by 30% compared to 2019 and we are committed to working closely with our supply chain to achieve this.

natura
una

COSMETIC BRUSH LINE "PRO"

If you want to look at yourself in the mirror with a clear conscience while doing your professional finish, you can now reach for the Pro line of the Brazilian beauty brand Natura Una: The 11-piece brush series was developed by GEKA from 100% recycled plastic. Thanks to the PCR material on the handle and brush hairs, the brushes are an environmentally friendly product solution and go easy on the planet. In one year, 10 tons of recycled plastic have been removed from the environment.

From blush brushes to concealer brushes, from sponges to highlighters, the complete line is not only resource-friendly, but also looks fantastic. The ferrule is lacquered and the brand logo and printing have been refined with gold hot foil stamping.



#TEAMTALK



WITH CORNELIA SCHÄFER

Employee Reception



01. How did you end up at GEKA and how has your career developed? Which departments have you worked in?

I originally came to GEKA through a temporary job in bottle production. I then switched to temping at the head office. And I liked it so much there, that's where I stayed – although now I have a permanent job.

02. What exactly is your role at GEKA?

I manage the reception, book travel, plan anniversaries and meetings, look after the telephone exchange, organise the vehicle fleet and journeys for our logistics and I handle the outgoing and incoming post. At the moment, I am also the person who gives out covid19 tests.

03. What have been your best moments at GEKA?

I experience them every day: mastering new challenges on a daily basis.

04. What sets GEKA apart from other companies?

Obviously taking responsibility for your own work.

05. Your job in three words?

Interesting. Varied. Spontaneous.

06. Would you describe your job as a dream job?

Certainly!

07. What has been the best decision of your working life?

My best decision was returning to my career after a break to have children.

08. What has been your biggest challenge to date? What are you particularly proud of?

I am very proud of the fact that I can balance my career and taking care of my children.

09. Describe yourself in three words.

Spontaneous. Friendly. Always a good listener.

10. What advice do you give your colleagues?

Work together, it's really enriching.

11. What is the secret to a good working environment for you?

The most important thing is to be open with one another. A good, honest working atmosphere then takes care of itself.

12. What is your motto?

I take everyone as they are.

13. What comes first: work or pleasure?

The one does not exclude the other: work with pleasure!

14. Which books would we find on your shelf – a work of philosophy or a comic? Do you enjoy reading? If so, which book are you reading at the moment?

I devour books and I can't get enough of them – from crime fiction to novels. I'm currently reading the latest crime thriller by Rita Falk.

15. Who or what would you like to be for a day?

I think I would like to be my cat – I would have a very nice time.

16. What talent would you like to have?

I would like to be able to learn languages easily and quickly.

17. A trend that is underestimated?

People are increasingly turning into lone fighters. It's a shame, but it's a logical consequence of the times we are living in.

18. What do you enjoy most about your job?

I enjoy meeting lots of people and completing new tasks every day.

19. Why do you do the job you are currently doing?

Because it still gives me a lot of pleasure.

20. What do you do to get away from work?

Nordic walking, cycling and yoga.

WITH PETER RIESE

Head of Finance
and Controlling



01. How did you end up at GEKA and how has your career developed? Which departments have you worked in?

Before my time at GEKA, I worked as a team leader for various management accounting teams. When I came to GEKA, I first had the chance to work as Financial Director directly for Sulzer in Kiel, before I came over to GEKA in February 2021.

02. What exactly is your role at GEKA?

I'm the Financial Director and responsible for everything related to figures and money.

03. What have been your best moments at GEKA?

That was definitely the planning for 2022. The way the whole team at GEKA is looking to the future in a positive way – despite covid-19 and the associated restrictions – is just great, and the team spirit is of the highest class.

04. What sets GEKA apart from other companies?

GEKA always has its finger on the pulse of the times. And this is really impressive. We have a presence throughout the world and employ many young, motivated people who always want to take the company forward with their innovative ideas.

05. Your job in three words?

Figures. People. Presentations.

06. Would you describe your job as a dream job?

Definitely!

07. What has been the best decision of your working life?

My best decision was to step out of my comfort zone. By being open to new challenges, you can achieve more and that's when it is really fun.

08. Describe yourself in three words.

Pragmatic. Optimistic. Open.

09. What advice do you give your colleagues?

Don't let minor setbacks get you down.

10. What is the secret to a good working environment for you?

For me, that's obvious: open communication and appreciation!

11. What is your motto?

Why do we fall? So we can learn to get up again.

12. What comes first: work or pleasure?

Work first, then pleasure – that's the only way to really enjoy the pleasure.

13. Which books would we find on your shelf – a work of philosophy or a comic? Do you enjoy reading? If so, which book are you reading at the moment?

I don't tend to read books, I prefer the latest news, especially the NZZ (Neue Zürcher Zeitung), FAZ and Die Zeit.

14. Who or what would you like to be for a day?

Off the cuff: I would like to be a bird, soaring free above the rooftops.

15. What talent would you like to have?

It may sound unusual at first, but I would like to be able to draw. For someone who

works with structured facts and figures, it would be a nice change.

16. What do you enjoy most about your job?

I take most pleasure from working with my colleagues when we are attempting to shape the future together.

17. Why do you do the job you are currently doing?

It's like who ends up in goal at football: the person who is left over at the end has to be the financial director (laughs).

18. What do you do to get away from work?

Spending time with my children, going running and reading.

MASTER HOLD BROW GEL

Mario Dedivanovic is not just a gifted and extremely successful makeup artist, but also a visionary and pioneer, who has already taught the best of the best and created numerous viral trends. With the Master Hold Brow Gel, Mario has once again put his uncompromising quality standards into practice with GEKA.

The longer fibers of the EOS brush reach the brows directly at their root, while the shorter fibers ensure perfect definition of each individual lash. The uneven surface holds a large volume and enables fast application. Overall, the fibers are particularly soft, which make the application a very gentle experience.

The clean packaging underlines the elegant branding and was created by GEKA with a long, narrow cap with a matte finish. The bottle is matt white and the "By Mario" lettering has been applied using a screen printing process.



BIG BANG 360° BIG BANG PUSH

The brand "Quem Disse, Berenice?" from Boticário has developed a mascara with GEKA that convinces with a great lengthening effect.

Big Bang Push is a volume miracle and creates a great look by reaching even the smallest lashes in the corners of the eyes.

This is made possible by the fiber brush developed by GEKA. The galacticEYES brush is equipped with a volume fiber developed by and refined with GEKA's SEPA cut. A technology that perfects the separation of heavenly lengthened eyelashes.

The metalized bottles with silk screen printed decoration and the extravagant caps, which are made of PCR-PP resin, are real eye catchers: the brand's symbol is a 3D pattern and was specially made for Boticário.



1 | THE NEXT STEP INTO THE DIGITAL FUTURE: THE PAPERLESS OFFICE AND EMPLOYEE SELF-SERVICE AT GEKA

Internally, the ongoing implementation of digitalization in all processes and departments has become a priority. Only this way can we map the changing environment in our processes as effectively as possible. The “paperless office” is on everyone’s lips and we are moving towards it step by step.

This is also the case in HR: after the digital personnel file, digital drives for documents sharing and various on-line workflows (e.g. digital assessment and approval of references), time recording and leave planning have now become fully digital.

Employee self-service is a key factor in the success of its implementation. With the help of smart software, applications, checks and approvals can be made digitally, as

can any cancellations or postponements – especially at a time of increasing mobile working, this is a helpful and essential aid to work for everyone.

The advantages are obvious: employee self-service makes is flexible and fast. In addition, we create transparency for employees, managers and HR – at all times and in all places.

It has been implemented throughout the company for our German site. We are still a long way from the end of our digital journey and so we will continue to optimise and redefine our processes.

We would like to take the opportunity to thank all our team members who have been involved for their great efforts.

2 | PLACE TO BE. 130 M² OF POSITIVITY FOR OUR TRAINEES

Challenging and encouraging. Talented young people at GEKA should be able to concentrate 100% on their training without any compromises. We are convinced that having the space to develop is part of that. We have therefore used the past year to create new common and training rooms of a very special sort.

Together we have analysed the needs of the trainees to design a “place to be” of the higher quality. The conversion of the former GEKA’s founder residence, Georg Karl, was largely carried out internally by the trainees themselves – we would like to take this opportunity to thank everyone involved.

With over 130 m², our talented young people can now focus on learning, preparing for their exams and sharing their experiences. Separate computer and training rooms provide new space for personal and professional development. The positive atmosphere at GEKA is intended to actively promote learning and cohesion. The support of the next employees’ generation is a priority for us.

Did you know? We provide training at all our sites and use our world-wide presence to give talented people the opportunity to start their careers at GEKA. Bechhofen, Shanghai, Elgin and São Paulo – the opportunity to join the GEKA family is provided at numerous locations.



3 | OUTSTANDING! STATE PRIZE FOR THE BEST OF THE BEST

Our trainees complete their training across the board with 100% passion and commitment – which makes us extremely proud as a company. Last year, this was officially recognised with the award of the State Prize: two of our newly qualified industrial management assistants were awarded the State Prize for their final results in November 2021. This definitely earns them a large amount of respect and a few extra words:

Lena Neuheuser and Kevin Peter left the other trainees across Bavaria in their wake, outdoing them with their outstanding final results.

Unfortunately, the official award ceremony has been cancelled due to the COVID situation, but that did not take the shine away from the amazing performance of these two talented persons. We are proud of you both and have the utmost respect for your incredible hard work.

It won’t be a surprise to hear that both Lena and Kevin started working at GEKA following their successful apprenticeship. On completion of their training, Lena joined the HR department and Kevin went into Scheduling / Material Planning. We look forward to long years ahead working with you successfully.





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