

GEKA

# UPDATE

GEKA  
LOCATIONS  
Review 2022

SUSTAINABILITY  
New PCR Fiber  
Shadow Printing

BEAUTY TRENDS  
Spring / Summer  
2024

#TEAM  
TALK  
Interviews



2023





# EDITION 2023

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# NEWS ROOM

REVIEW 2022

## GEKA'S LOCATIONS WORLDWIDE

### BECHHOFEN

In the middle of last year, we successfully completed our **factory expansion** in Bechhofen to provide more than 22,000 square meters of state-of-the-art decorating and manufacturing capacity. We celebrated this in May with a big opening party, which also gave our families the chance to visit our location.

In October we welcomed our new **CEO Oliver Vogel**, who will further develop the beauty product strategy and drive growth. Again, welcome and good luck in this new role!

The GEKA site in Bechhofen once again received the **platinum medal for sustainability from EcoVadis**, placing it among the top 1 of all rated companies in the industry for the third time in a row. GEKA particularly proved its worth in the underlying categories of environment, sustainable

procurement, and labor and human rights, with placements in the top 2 and top 1 respectively. We were also pleased to receive the „Blühender Betrieb“ **award from the Bavarian State Ministry for the Environment and Consumer Protection**, which recognizes our efforts to preserve biodiversity. The **Science Based Targets (SBTi)** initiative ranked our company's greenhouse gas (GHG) emissions targets and confirmed that they are consis-

tent with the reductions needed to limit global warming to well below 2° C. The company received an outstanding rating for its global sustainability initiatives from **CDP (Carbon Disclosure Project)**. With a score of B on climate change, the Bechhofen site outperforms most plastic product manufacturers and global manufacturing companies, as the industry average is C. We were also able to renew our **ISO 9001, 14001, 45001, 50001 and SA8000 certifications**.



### ELGIN

GEKA's Elgin site has received a **Gold Medal for Sustainability from EcoVadis** for the second year in a row, placing it in the top 5 % of all facilities assessed. The goal for 2023 is to renew the Gold certification or even increase to Platinum. Elgin was recertified for **ISO 9001** in January 2023 and is preparing for **ISO 14001 and ISO 45001** certification in 2023. The Elgin site now uses 100 % renewable energy for its Illinois facility. By 2025, the goal is to use zero landfill and reduce the global supply chain carbon footprint by 30 % compared to 2019.

### PARIS

In August last year, GEKA's **French sales office** moved within Paris and now provides our colleagues with even better access to the public transport network as well as an easier way to eat during their lunch break. The new office affords our team a modern and pleasant working environment that enhances creativity and productivity. We are proud that the move went smoothly and look forward to remaining an important part of the cosmetics industry in France.

### SHANGHAI

GEKA in Shanghai adds **ISCC Plus (International Sustainability and Carbon Certification)** to its range of certificates, which is now added to the existing **ISO 9001, ISO 13485 and ISO 14001** certificates.

In 2022, 7 new injection molding machines were purchased, bringing the total number of machines to 42. In line with its local for local growth strategy in China, medmix has signed an investment agreement to acquire a majority stake in Guangdong Qiaoyi Plastic Co. LTD, a beauty manufacturing business in Shantou.

### NEW YORK

GEKA has strengthened its expertise at the New York location in order to become even more present in the USA. The recruitment of Miles Borgeson and Kusam Brar has boosted the company's sales team, resulting in **increased sales expertise** in the US. The two new team members bring many years of experience and extensive knowledge of the US market to the table to advance GEKA's position in the North American market.

This latest acquisition will strategically position GEKA, the beauty brand of medmix as a player in the Chinese beauty sector, the fast growing second largest cosmetic products market in the world.

In addition, GEKA received the **Ringer Innovation Award** for its sustainable packaging solutions, in particular for the sustainable collection „Reborn“, which consists of 93 % sustainable materials.

### SÃO PAULO

GEKA's São Paulo site has achieved various certifications over the past year. To improve production, we added additional injection molding equipment to the site. In the fourth quarter of 2022, the EcoVadis audit was conducted for the first time, in which the GEKA site in São Paulo received a bronze medal. For 2023, we have set the goal of achieving a silver medal. In collaboration with customers, GEKA Brazil obtained the **FAMA** certification that puts the site strategically ahead. The first audit for **ISO 45001 and 14001** qualifications is scheduled for July 2023. In addition, some post-consumer recycling projects are being planned to optimize **sustainable production** in Brazil.





## *rêve de miel honey lip care*

French beauty brand **NUXE** has launched its new product **Rêve de Miel Honey Lip Care**, a lip oil that sublimates the lips with an ultra-glossy finish. The lipMAGINIFIER applicator developed by GEKA has a slightly flattened shape on both sides and enables particularly precise application. The applicator guarantees a perfect dosage on the lips.

Thanks to the tapered shape, precise contouring and incomparable definition of the lips are possible. After just two strokes, a beautiful finish is achieved. The combination of the wooden cap and the bottle, which has been decorated in two colours of green and brown in silk screen printing, once again emphasises the natural focus of the brand.



# L'ORÉAL PARIS

## TELESCOPIC LIFT

The **L'ORÉAL Telescopic Lift Mascara** impresses all with its unique packaging design and a deep black lash look that visually lengthens the lashes. The customer-exclusive packaging was specially designed and manufactured by GEKA for L'Oréal, and special tools were even created to realize the desired result. The bottle captivates with a noble hot foil stamping in silver and blue, which was applied as a ring and as lettering. The mascara is available in a waterbased and waterproof version.





# INTERVIEW WITH Oliver Vogel

**Name:** Oliver Vogel,  
Head Business Segment Beauty.

**Nationality / Origin:** Germany.

**What was your incentive to join GEKA?** Even before GEKA, I worked in the cosmetics packaging sector. With its innovative and high-precision products in this segment, GEKA serves renowned customers worldwide, some of whom are global players and market leaders in their field. GEKA has its finger on the pulse of the times, constantly developing itself and its products and creating new ideas. Working together with a great team to increase awareness and company success through innovation and organizational development and to consolidate the brand was a great incentive for me.

**What have been your greatest professional successes and what distinguishes your career?** Over the years, many successes have come together, from the realignment of various factories and sales organizations, the integration of acquired companies,

the development of new markets and products, digitization projects at times when none of this had a euphonious name, to the brand transfer from Hakle Feucht to Cottonelle while simultaneously increasing market share. A wide variety of tasks and an overall business overview in sales, marketing, finance, controlling, production and supply chain at different global players and industries such as Unilever and Kimberly-Clark, but also family-run medium-sized companies such as Weckerle have shaped my career.

**What skills do you bring?** The ability to familiarize myself with new challenges in the shortest possible time, to recognize where the potential for improvement exists and to work on solutions as part of a team. In this process, understanding the customer and the end user is the top priority in order to guarantee and increase the company's success.

**Where do you see GEKA in 10 years?** In ten years, GEKA will be the leading innovation provider of application solutions in the beauty sector and beyond. I see GEKA as the first point of contact for new developments with the help of our entire medmix competencies.

**Which activities allow you to find your flow?** I am in the flow when I can shape the future: Developing concepts and implementing them to move the company forward and grow employees to their full potential.

**Describe GEKA in three key points:**  
Inexhaustible potential for success.

**Tell us three arguments, which justify GEKA as employer:** The combination of tradition, regional roots and innovative spirit. In addition, very interesting customers and an exciting, diverse product range. The great working atmosphere in the GEKA family, which is also reinforced by the external activities such as charity runs, company parties and much more.

**Your favorite dish in your canteen is?** Käsespätzle (cheese noodles). At this point, I would like to express my great praise for the canteen team, because in addition to traditional dishes, they also offer many delicious vegetarian and often vegan dishes. The dishes in the „GEKA-ria“ are therefore not only extremely tasty, but also varied. And you always get a smile to go with it.

**Who comes to your mind when you hear the word „successful“?** Mahatma Gandhi, Steve Jobs und Greta Thunberg.

**Where else would you like to travel?** At the top of my list is definitely Colombia.

**What are you grateful for?**  
Family, health and friendship.

**Your guiding principle or quote that accompanies you in everything you do?** „Do. Or do not. There is no try.“ (Yoda, The Empire Strikes Back)

## GEKA'S GLOBAL GOVERNANCE

Our global management team members are highly experienced beauty industry experts who are setting new standards for a beautiful future. Meet the team:



CEO

Marc Hamacher



Head of Finance

Stefanie Gung



Head of Marketing

Olivier Wattripont



Head of Sales

Dennis Klosterhalfen



Head of HR

Huong Bister



Head of R&D

Bernd Wagner



Head of Operations



# 40 HAPPY ANNIVERSARY

## GEKA'S READY TO GO

### BLOCK-BUILDING-SYSTEM



<https://configurator.geka-world.com/>  
Explore GEKA's  
Product-Configurator

Congratulations on the 40<sup>th</sup> anniversary of GEKA's BBS! Already since 1983, GEKA has been offering an extensive product line, for rapid product launches and price-sensitive budgets. Our modular range of colored cosmetic packaging for liquids features more than 1,200 items, offering limitless possibilities for combining bottles, caps and applicators.



- || MORE THAN 10.000 PACKAGING SOLUTIONS
- || LIMITLESS COMBINATION OPTIONS
- || READY TO GO
- || SPEED TO MARKET
- || PRODUCT SOLUTIONS READY FOR SERIES PRODUCTION

# MAKE UP FOR EVER

## THE PROFESSIONALL MASCARA



**The Professional Mascara** by **MAKE UP FOR EVER** intensely tints lashes black while adding dramatic volume and length. The formula contains a combination of natural and synthetic waxes that gently condition and protect lashes from damage. But it is not just the formula that is so special, its also the duo concept: This is because this mascara contains two brushes.

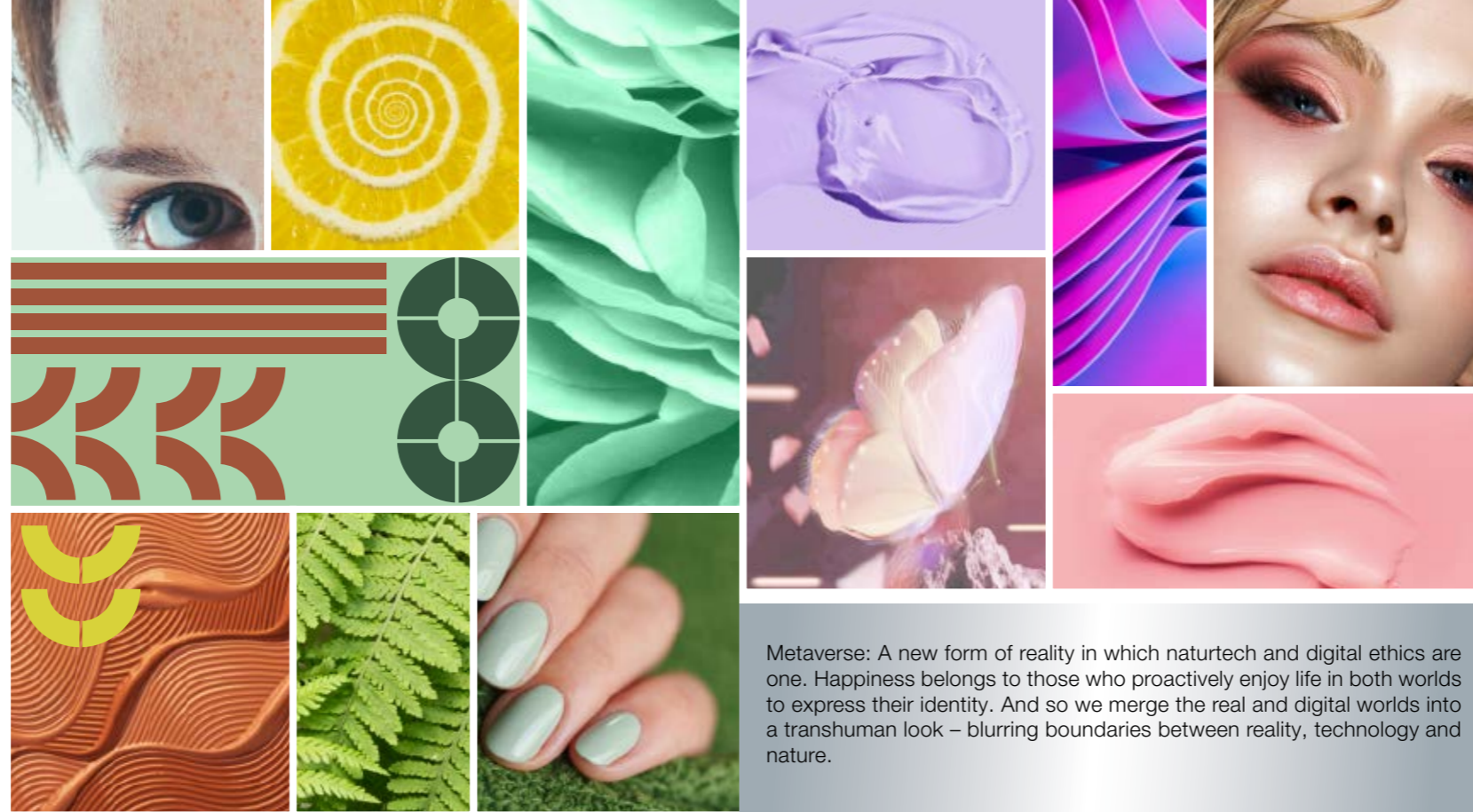
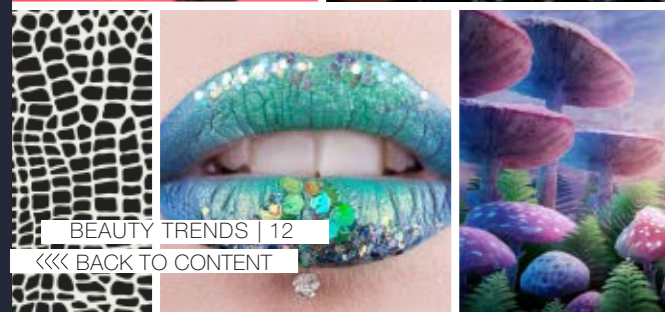
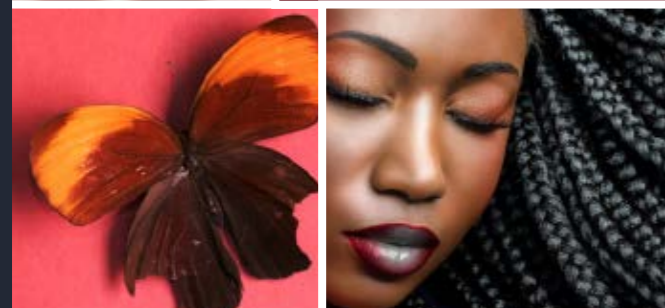
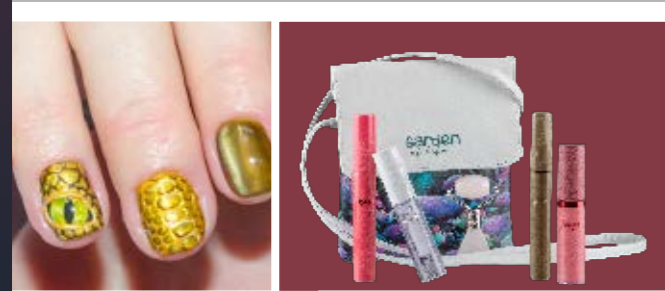
The thin brush lifts and separates the lashes with maximum precision, while the second brush provides great volume. A combination of two brushes naturally also places higher demands on the packaging. Therefore, GEKA's innovative duo packaging was specially designed and exclusively manufactured for the customer.

The packaging was finished with hot foil stamping in matt silver and a transparent lacquering. The ferrule in bright red with transparent lacquer gives the product a particularly appealing look. The exclusive duo packaging and high-quality brushes make the daily make-up experience a real luxury.





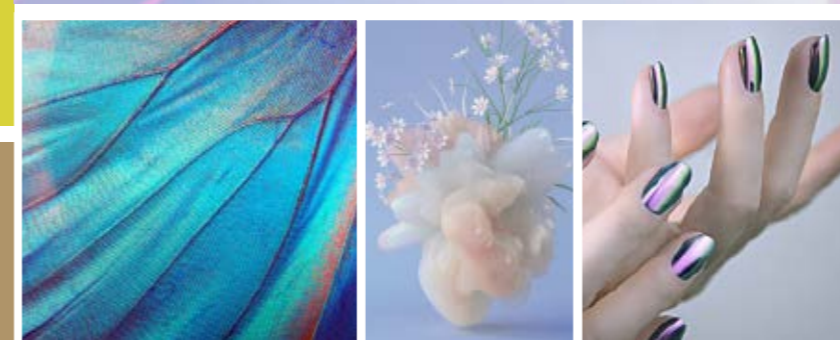
In this surreal world full of fears and worries, we find ourselves in search of optimism. In plain language: Quality of life for all living beings. Surrealistic and nature-inspired looks give us unimagined possibilities for make-up based on animal and plant patterns. A self-made sense of uniqueness breaks all the rules and emphasises the most important thing: our own personality, in order to create the utopia of a better world.



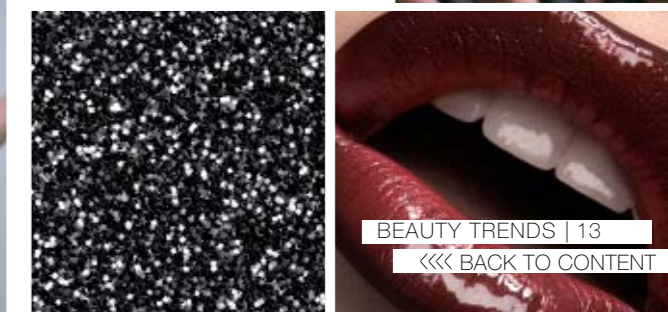
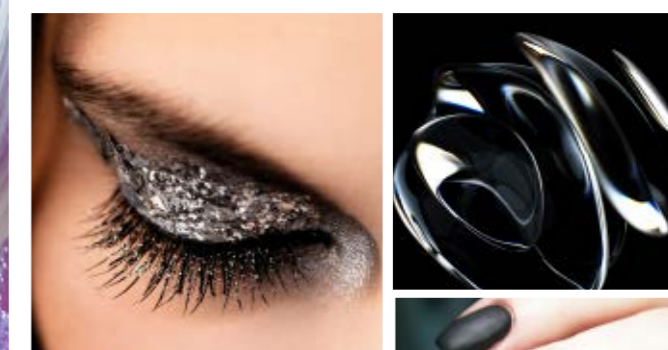
Metaverse: A new form of reality in which naturtech and digital ethics are one. Happiness belongs to those who proactively enjoy life in both worlds to express their identity. And so we merge the real and digital worlds into a transhuman look – blurring boundaries between reality, technology and nature.



We are inspired by the wilderness and feel the energy and freedom of our natural identity. We rediscover our five senses, releasing new resources, efficiency and physical activity. Back to our roots: without stress and full of empathy, in harmony with nature and always in good society. Be wild, be untamed.



It's not the career that counts, but self-realization. We reveal our identity and transcend boundaries with a confident and powerful performance in life. We are brave, break the rules and create a confident and effortless transformation with „Fearless Elegance“.





# BOBBI BROWN

## NATURAL BROW SHAPER



**BOBBI BROWN** has joined forces with GEKA to create the **Natural Brow Shaper**, which is equipped with a specially modified sunshineFIBER brush. The voluminous fibers of this special brush offer a large reservoir thanks to its grooves and special shape, thus ensuring maximum absorption of the formulation while enabling precise application. With the **Natural Brow Shaper**, users achieve a perfect eyebrow shape and an extremely long hold.

The brush – developed for **BOBBI BROWN** – is based on GEKA's sunshineFIBER filament, which guarantees an even and efficient application. The conical shape of the brush makes it possible to reach and emphasize even shorter eyebrows without touching the skin.

The packaging of the **BOBBI BROWN Natural Brow Shaper** is transparent lacquered and finished with white hot foil stamping on the bottle. This gives the product an elegant and stylish look.

# FLOWER

*Dream warrior*



The **FLOWER Beauty Dream Warrior Volumizing Mascara** is a mascara in a class of its own, featuring the specially developed lashFLASH brush. The sustainable greenLINE fiber consists of 100 % renewable raw materials from the castor oil plant. The conical shape of the brush is perfect for quick and easy application on the lashes, as its pointed shape

makes it very easy to highlight even the smallest lashes without touching the skin.

GEKA's HYPNO-Cut technology with its three different zones ensures a breathtaking eyelash curl. Thanks to the striking brush grooves, the brush can hold a larger amount of mascara. The long bristles provide reliable separation of lashes and the short bristles

provide extra volume. The result: A sensational eye look that attracts all eyes.

The bottle is decorated with a pink hot foil printing and thus looks particularly extravagant. The product was implemented as a full-service project by GEKA.



# POLYMORPH MASCARA

- | HIGHEST DEGREE OF AESTHETIC
- | WATERPROOF AND NON\_WATERPROOF
- | LIMITLESS BRUSH OPTIONS
- | FUNCTIONAL ADAPTER: A FASHION ELEMENT
- | CUSTOMIZABLE MASCARA WITH STANDARD GEKA PARTS



The functional parts are stock items.

Create a design differentiation with custom metal outer shells.

- | FLEXIBILITY
- | TIME TO MARKET
- | LOW INVESTMENT



<https://youtu.be/0aiBRV8SC-4>  
Watch our  
Polymorph-Clip

# ANNEMARIE BÖRLIND

GEKA has developed a new line for the **ANNEMARIE BÖRLIND** brand, consisting of various eye and lip products.

GEKA's brilliantEYES brush is used for the **Lift & Length Mascara**: It consists of a curved brush that perfectly adapts to the lash line. **The Long Lasting Volume Mascara** convinces all with GEKA's tenderLOOK brush made from the exclusive EOSgreendelta fiber, which is made from bio-based material and 100% renewable raw materials. The conically shaped brush separates the lashes with maximum effect and fans them out.

**The Precision & Care Mascara** uses GEKA's softSTAR plastic brush to give the lashes exceptional volume, and separate them perfectly.

**The Natural Curl Mascara** impresses all with the new miraculousEYES brush from GEKA, which combines the unique EOSfiber and the HYPNO-Cut technology. Thanks to specially milled grooves, each lash receives extra volume and considerable length when applied.

The packaging of all mascaras is kept simple and elegant: The deep black bottle was finished with white hot foil stamping.

**The Lip Gloss** and the **Liquid Lipstick Matt** set the scene for the lips in beautiful colours. Both products contain the flexiKISS applicator from GEKA, which ensures precise application and extremely gentle care of the lips. As decoration, black hot foil stamping was applied to the transparent bottles. The cap is lacquered in matt black for an even higher-quality overall impression.





# BE INSPIRED BY OUR VITALITY

With our presence at trade fairs, we demonstrate our global presence – and this takes us closer to our customers and suppliers: Several times a year, we present new products, innovations and tailor-made solutions.

Visit us, meet us in person and discover our latest innovations.



<https://www.geka-world.com/en/news/news-press/trade-fairs>



GEKA's Trade Fair  
Calendar

## MAKEUP IN LOS ANGELES

"MakeUp in™" is a world of its own within the skincare and makeup industries. With close to 140 exhibitors and over 5.000 attendees gathered at the LA Convention Center on February 16<sup>th</sup> and 17<sup>th</sup>, 2023, the latest edition of MakeUp in Los Angeles once again showcased an abundance of innovation and novelties in formulation, applicators, packaging and full-service solutions for make-up and skincare products.

It had been two busy days for our US team. We enjoyed many interesting customer meetings, new project discussions, professional exchange, and product novelties.

Our product collection had been fully dedicated to our bi-injected SANDWICH brush technology.



## COSMOPACK BOLOGNA

The 54<sup>th</sup> edition of Cosmopack Worldwide Bologna, the leading B2B event for the cosmetics industry, opened its doors from March 16-18, 2023. Over 250,000 stakeholders attended the event, coming from 153 countries, who had the chance to discover the latest news for the sector. The presence of more than 2,984 exhibitors (+11% compared to 2022), from 64 countries and of 29 country pavilions proved that Cosmopack Worldwide Bologna has been once again the reference showcase for the industry in the world. We attended with a GEKA booth at the packaging section of the event and enjoyed three amazing and successful show days. We have had the chance to nurture our existing relationships while also discovering new ones. In total, we welcomed 124 beauty brands and discussed about projects.





THE INDUSTRY'S  
**FIRST RECYCLED FIBERS**  
 FOR MASCARA BRUSHES

**FIBER FILAMENTS ARE MADE OF UP TO 65% OF POST-CONSUMER RECYCLED MATERIAL SHARE**

- | PCR-PET & PCR-PBT FIBERS AVAILABLE
- | IDEAL FOR MASCARA AND EYEBROW BRUSHES
- | MEET ALL THE REQUIREMENTS FOR VOLUME, LENGTHENING, CURLING, AND SEPARATION EFFECTS
- | SUSTAINABLE SOLUTION
- | FOOD CONFORMITY
- | VEGAN



We are an internationally recognized specialist in the manufacture of all brush types. Our twisted wire brushes are high-quality products we've developed in-house for more than 60 years. Whether it's special fibers, eye-catching colors, innovative bristle cuts or unique brush shapes, our patented brush concepts are unique applicators.

GEKA'S  
**SUSTAINABLE PCR**  
 COLLECTION

CAPS MADE OF POST-CONSUMER RECYCELED PP

BRUSHES MADE OF FIBER FILAMENTS OF PCR-PET / PCR-PBT

BOTTLES MADE OF POST-CONSUMER RECYCELED PET

ecoLASH

ecoWONDER

greenLOVER

natureLASH



# WHAT'S NEXT IN DECORATION?

## SHADOW PRINTING

This is a more sustainable process using no additional foil or ink, it delivers striking surface finishes for packaging, helping customers achieve perfect brand aesthetics. Shadow printing has 360° design application, for a combination of matt and shiny surfaces. This decoration technique is incredibly flexible, allowing complex customized elements and patterns to be applied to bottles or caps. Combined with textures that create vivid surface finishes, customers can create extraordinary aesthetics that reflect brand identity.

GEKA  
SHADOW *printing*

In fact, matt and shiny surfaces can be incorporated within the same design for maximum visual effect. When supplemented with hot foil stamp or silk screen printing, the opportunities are almost endless, ensuring uniqueness for any cosmetic products.

**SANTE Mini Makes Mega Volume & Definition Mascara** is a revolutionary mascara that combines volume, lengthening and separation in one product. The mascara brush, attract-EXACT, which is made with one-component technology, glides effortlessly through the lashes by simultaneously defining and lengthening them. The short bristles work magically on tiny lashes for a quick and shapely eye look without smudging or clumping. The result is a fan effect that could not be more perfect.

Not only the product itself, but also the packaging produced by GEKA is a real highlight: The new decoration technology involving shadow printing which was used for the first time: This involves applying a second print in shadow form to the already printed surface, in order to create visual depth and make the design appear more vivid and three-dimensional – a fantastic result! The innovative Shadow Printing was applied to the cap and also to the bottle, as well as being combined with screen printing on the bottle.

SANTE  
NATURKOSMETIK





# I am GEKA

GEKA is known as a leading manufacturer of cosmetic brushes and applicators for the cosmetics industry! But who is GEKA actually? Who is behind the company? Who makes sure that the beauty products are tested correctly in the lab? Who ensures that the finished goods are delivered on time from production to the warehouse and from the warehouse to the trucks to the customer? And who is accountable for digitization processes at GEKA?

## COLLEAGUE INTRODUCTIONS

### Roman

As a shipping employee the scope of my work is to make sure that shipments make their way to our warehouses and to our customers. In addition to creating shipping documents, custom clearance forms, bill of lading forms, and certificates of origin, I calculate the freight costs and handle our warehouse contractor and optimize the processes.



### Miles

As a Global Account Director, I work to represent both GEKA and our customers. Primarily I look to support our clients' needs and ensure we provide an outstanding service. I focus on managing customer communications, help coordinate projects and identify new business opportunities.



### Laura

As Head HR Sites Americas based in Elgin, IL, USA, I am responsible for human resource partnerships with our GEKA and med-mix sites in the US and Brazil. I am responsible for delivering value-added services to employees and management that reflect and support business objectives of the organization.

Are you interested to meet more faces behind GEKA?

Follow us on our LinkedIn channel:



<https://www.linkedin.com/company/geka-gmbh>

We present another GEKA-face every month



### Nathalie

As project manager in Bechhofen, Germany, I take care of the development for customer related products. On a daily basis, I am the customer contact for technical subjects and with the other departments I make sure, that we deliver in a timely manner high-quality products to our customers that fit their specification.

### Simon

As an environmental specialist, I make sure that our company always acts in the most environmentally friendly way as possible. As a safety specialist, I ensure that my colleagues go home with the same number of fingers as when they came to work.



### Olga

As deputy department manager in the upper part assembly/filling area, I am responsible for checking the machine capacity, the material preparation and planning. My duties also include releasing production orders and keeping the data up to date.





# #TEAMTALK

WITH *Juljan Bach*  
SETTER ASSEMBLY



**Residence:** Erlmühle, Germany.

**Hobbies:** Riding motorbike, gaming, and partying with friends.

**How long have you been working at GEKA?** Since September 2017.

**What are your main activities?** Until 2021, I was a material supporter, now I am an adjuster (3 shift) in top assembly offline. Last year, I successfully completed a retraining course to become a machine and plant operator.

**What do you like most about your job?** My job is extremely varied, and every day I learn new methods and skills.

**Which activities allow you to find your flow?** Reconstruction or conversion of an assembly line with subsequent optimisation.

**Name three reasons that speak in favour of GEKA as an employer:**

- Relaxed and pleasant interaction between staff in all areas.
- If you want to further your professional education, nothing stands in your way.
- A lot of emphasis is placed on the safety of workers in manufacturing.

**Describe GEKA in three key points:** Innovative. Quality-conscious. International.

**What is the favourite dish in our canteen?** A „Schnitzel“ Sandwich.

**Who comes to your mind when you hear the word „successful“?** In my eyes, anyone who pursues personal goals and also achieves them in the best possible way.

**Where else would you like to travel?** By motorbike to Norway to the North Cape.

**What are you grateful for?** That I have a secure job, despite the Coronavirus and the crises taking hold around the world.

**Your guiding principle or quote that accompanies you in everything you do?** Think first, then talk.

**Residence:** Cotia City, São Paulo, Brasil.

**Hobbies:** Running, hiking and travelling.

**How long have you been working at GEKA?** Since November 2018.

**What are your main activities?** I am part of the „Latin America“ sales team at the GEKA site in Brazil. My main task is to grow the GEKA business by increasing sales with existing customers and acquiring new customers. I take care of the general issues of customer accounts and make sure that we are recognized as an excellent supplier.

My daily work consists of meetings and client visits to analyze our customers' challenges, find suitable solutions, prepare proposals and plan projects. I also act as a liaison between the customer and GEKA to ensure that communication is successful right up to the end of each project.

**What do you like most about your job?** My passion is to find solutions for our customers, to meet their needs and exceed their expectations while achieving positive results for the company. I am motivated by the dynamics that characterize a role in Sales, as well as the daily challenges, the negotiations, the market trends and the interface with the other areas.

**Which activities allow you to find your flow?** Quotations, price negotiations and sales forecasts.

**Which beauty brand is your favourite?** I like the cosmetic brands of Group Boticário (Brazil) and especially their mascaras, which are mainly made of GEKA packaging.

**Which beauty product is a must-have for every trip?** My make-up essential kit has to be taken on every trip, of course: Face foundation, blush, mascara and lipstick.

**Name three reasons that speak in favour of GEKA as an employer:** I have come to know GEKA as a transparent, reliable and innovative company that constantly shares information and keeps in touch with its employees, while employees have the opportunity to make suggestions and contribute to the growth and innovation of the company. I really feel part of a team that is moving together in a common direction.

**Describe GEKA in three key points:** Human. Ethical. Innovative.

**What is your favourite dish in our canteen?** Sushi

**Who comes to your mind when you hear the word „successful“?** My successful reference persons are my father and my mother, who, in their own way, have reconciled career and family, raised three children and forged a beautiful life path for all of us, full of love.

**Where else would you like to travel?** I have several destinations in mind, but at the top of my list are the beautiful beaches in Thailand and the amazing Northern Lights in Iceland.

**What are you grateful for?** I am grateful for my health. And I am grateful that I have been able to seize many great opportunities in life so far, and that I am sure many more will follow. And I am especially grateful for being able to live a life with my loved ones, my family and my friends – with the best moments and the best memories.

**Your guiding principle or quote that accompanies you in everything you do?** Honesty, perseverance and a commitment to excellence in all areas of life.

# #TEAMTALK

WITH *Samantha Sales*  
SALES BRAZIL





# samion

Sarah and Dominic Harrison, a German influencer and entrepreneur couple with several million followers on Instagram, founded the brand **samion**, which produces high-quality and natural skincare products for women, mothers and babies.

GEKA has developed a selection of high-quality products together with **samion**: The **make-up remover pads** have been designed for particularly gentle make-up removal. They are reusable, easy to clean and, unlike conventional make-up removal pads, sustainable. To perfect the make-up removal experience, the practical **samion hair band** was also developed, which delivers an impressive performance with its feminine look and extremely soft and comfortable

material, and is even breathable and non-slip at the same time. The **facial mask brush** has extremely soft bristles made of synthetic hair that allows precise application of the **samion face mask** without wasting the product. For the remainder of that all-over-body feel-good sensation, a **massage brush** has been developed that stimulates circulation and gets the lymph flow going. Finally, an elegant **cosmetic bag** was designed to carry all these products with you, ready to use anywhere. This one not only looks classy in its delicate turquoise with golden print, but is also water-repellent and made of vegan outer material.



## NABLA

LIFT & FIX

BROW GEL

The **Lift & Fix Brow Gel** by the Italian brand **NABLA** is a transparent gel that sculpts the eyebrows and opens and lifts the look with a great push-up effect: An invisible ally for a flawless look!

The softSECRET brush was manufactured using the bi-injection process – GEKA's Sandwich technology. A soft plastic is used for the bristles and a harder plastic for the core. The result: A stable core structure and extremely soft bristles that ensure optimal application and improved eyelash separation. The bristles on the tip of the brush can be used for an extra push-up effect. The noble, pearl-white packaging captivates with its classic, timeless look, and has been refined with a golden hot-foil embossing on the cap and bottle, as well as a transparent lacquering. It underlines the high quality of the product and makes it a sophisticated eye-catcher.





# TOGETHER FOR A STRONG COMMUNITY

Supporting local non-profit associations and institutions in the vicinity of the company's headquarters is an integral part of our corporate philosophy. We would like to introduce three projects to you:

## 1 | SUPPORTING EVENT



As a proud patron of the shooting club „EINIGKEIT“ 1922 e. V. BECHHOFEN, GEKA is supporting the 100-year anniversary celebration and the annual „Gauschießen“ event. The promotion of community, club life and sporting success is our top priority. For us, the sport of shooting, in particular, offers an impressive analogy to our daily challenges: This is because, just as in the sport of shooting, 100 % precision in the production of our applications is also essential at GEKA. It is this precision that distinguishes us from the competition – a distinction you would expect to find between a good shot, and a great shot.

GEKA has a big heart for children and young people who love football, and sponsors the three-day Campo Ballissimo football camp in Bechhofen. Here, under the direction of the DFB A-licence trainer Hans-Jürgen Brunner, they have the chance to expand their skills and develop their game. As a shirt sponsor for the children and participants, GEKA makes an important contribution to promoting the club and gives the participants a sense of community. As a gift, all participants will receive a 100 € voucher from the sports equipment manufacturer JAKO to buy their equipment and also to put their skills to the test at home.



## 2 | FOOTBALL CAMP

## 3 | WISH TREE CAMPAIGN



Furthermore, GEKA supported the wish tree campaign of the Diakonie Weißenburg-Gunzenhausen, where people in need can express their wishes. With around 40 wishes fulfilled and an additional monetary donation in the amount of the voucher value, GEKA doubled the donation value of the employees to a total of a remarkable 3.000 €. GEKA's employees, who each took care of one or more wishes, were able to count themselves among the wish fulfillers. In this way, we were able to give some of the needy a wonderful Christmas with presents under the Christmas tree.



# GEKA SUPPORTS EMPLOYEE DANIEL KLOSE ON HIS WAY TO BECOMING WORLD DARTS CHAMPION

At GEKA, we stand not only for successful products, but also for a successful team. We are proud that Daniel Klose, our Team Leader Production Planning, has managed to earn a place among the world's darts elite. We are not only at his side as a sponsor, but also as enthusiastic fans – and are happy to help him continue to pursue his dream. Our flexible working time models and work-life balance allow Daniel to live out his passion for the sport of darts and for GEKA in equal measure.

## PROFILE OF DANIEL

### How did you get into darts?

My journey in darts began at the age of 14 when I threw my first darts. What started in the garden on a slice of tree trunk quickly became my passion. I soon got myself an indoor e-dart board and started my first league games when I was about 21.

**What league are you playing in now?** Most of the time, I play on the professional tour of the Professional Darts Corporation (short: PDC).

If time somehow permits, I still play e-darts with my team in the Bundesliga Bayern Nord and with a team from Bad Windsheim in the Steeldart Bayernliga.

**Which tournament would you really like to win?** Without doubt: The World Championship – closely followed by the World Matchplay. These are both huge challenges that I am working towards.

**As a darts player, you are certainly on the road a lot. How do you reconcile work and sport?** I work full time, but the tournaments usually take place at the weekend. That means: Friday afternoon after work,

we go to the airport and return on Sunday or Monday. GEKA makes it possible for me to strike the optimum balance between work and sport. I go directly from the desk to the airport, and from the airport back to the desk.

**Is there a story behind your name „Dan the Man“?** Sure! During my time as a supervisor for six American work colleagues, two of them christened me „Dan the Man“ because of my helpful nature.



# HAUS LABS PHD HYBRID LIP OIL

**HAUS LABS** by Lady Gaga offers a perfect balance of colour, shine and care with the **PHD Hybrid Lip Oil**. The innovative formula melts into the lips and applies effortlessly, while the light oil conditions and moisturises the lips. Thanks to its ergonomics, GEKA's lipDEFINER applicator enables particularly easy and even distribution with perfect dosing, without leaving streaks.

The soft feeling on the lips is just as unique as the result, and also enables particularly precise contouring of the lips. The packaging is a real winner with a high-quality and noble aluminium cap. The purist elegance of the brand is shown with a silver hot foil embossing on the bottle, which is made of post-consumer recycled PET material and is thus sustainably produced.

## LIP & FACE APPLICATOR MINIBLENDER

The **miniBLENDER** is an eye-catching one component applicator perfectly shaped for lip and face application.

The **pleasant flock** distributes the formulation gently and evenly on your application zone.

Thanks to this **special design**, the formulation can flow into the reservoir zone. This allows a very easy handling and quick, clean make-up results.





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