

GEKA UPDATE



GEKA

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2016

EDITORIAL

GEKA UPDATE 2016/2



Amaury de Menthère
President und CEO

Just in time for Luxe Pack in Monaco, you're now holding the current GEKA Update magazine in your hands. A lot has happened since the last issue with an exciting six months behind us.

In March 2016, both our Bechhofen and Bamberg locations achieved a very good result with regard to the certification and second surveillance audit under ISO standard 9001:2008 for quality management systems. We are already planning to upgrade in 2017 to the revised ISO 9001:2015. GEKA also places high priority on corporate social responsibility as the certification under ISO standard 14001:2015 for environmental management systems shows. This is scheduled for the spring 2017.

Following our acquisition of OEKA last year, GEKA decided to sell the subdivision OEKA Tech Automotive GmbH to Radial Capital Partners, the sale of which was completed in April. Moving forward GEKA is now able to concentrate even more strongly on its core business divisions of Beauty, Healthcare, and Accessories.

In June, our core division GEKA beauty once again enjoyed a successful show at MakeUp in Paris – for the seventh time in a row. Our "Green Glamour" set was a big hit with visitors, and we demonstrated how a fashionable trend for spring/summer 2017 can be turned into products.

A special day for us was July 1st when Sulzer AG signed a binding agreement to acquire GEKA from its current owners, 3i. Our innovative range of products is a perfect fit for the core expertise of Sulzer Mixpac Systems: applying liquids to small surfaces in a controlled manner. A brief introduction to our new owner can be found on page 4.

In response to increasing demand, GEKA has been making significant investments over the course of the entire year at all of our locations around the globe: in machinery for manufacturing bottles and twisted wirebrushes, in assembly equipment, and in metallizing and lacquering. These investments are for both customer-related projects and for our standard range.

A brand-new addition to our portfolio: our molded brush softSECRET, manufactured using the patented "Sandwich" process. You can learn more about it in this issue of GEKA Update.

These investments will continue to push our divisions GEKA Beauty, GEKA Accessories, and GEKA Healthcare even further forward, and will enable us to continue to develop successful products for our customers. In this issue of Update, we will introduce you to some of our most recent customer-projects.

We hope you enjoy reading this new GEKA Update.

Best wishes,

Amaury de Menthère

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GEKA'S LOCATIONS IN THE WORLD

On July 1, the Swiss company Sulzer signed a binding agreement to acquire GEKA. Following approval by the antitrust authorities, the official closing took place on August 23, 2016.

Sulzer AG was founded in 1834 and is a global industrial group with headquarters in Winterthur (Switzerland). It employs more than 14,000 people worldwide at 170 production and service locations. GEKA will be combined with Sulzer Mixpac Systems (SMS), but will continue to exist as a brand. SMS is a leader for one- and two-component mixing, dosing, and application systems which are used in various healthcare markets, amongst others. A core competency of SMS is the controlled deposition of liquids on small surfaces – which fits together perfectly with GEKA's application business. The strong market position and wide product range of SMS will now open new markets for GEKA, presenting significant growth opportunities. Our regional locations are complementary, allowing us to position ourselves together as a leading global solutions provider. To achieve this, a lot has been done in our individual locations throughout the world.

For more than 90 years, GEKA's heart has beaten at our location in Waizendorf in Franconia, Germany. In order to stay competitive, we have continued to invest in 2016 as well. For instance, a new machine for twisted wire brushes was purchased at the beginning of the year, followed by another one in July. We have also built additional HYPNO and SEPA machines, which provide twisted wire brushes with their finishing touches. In addition, two new IBM machines for the production of bottles followed in July – one of which was for our new heavy-walled lip gloss packaging, amazingRUBY. We have also purchased project-related assets such as a new assembly machine, and six additional injection molding machines were ordered. Two inline high-speed hot foil machines round out our new equipment.

Since purchasing OEKA last year, we now have another manufacturing site in Franconia – in Bamberg, 50 miles due north. Significant investments in modern production have also been made there. Such as in our inline metallization and lacquering machine, which has been extended with a fully automated loading device for the jigs. The goal of this enhancement is to reduce the production time and increase the capacity for the surface decorations that are in such high demand. We have also upgraded our production of lip gloss spatulas and can now develop, manufacture, and flock both 1K and 2K spatulas in Bamberg.

Since last year, GEKA's heart has also been beating in fiery rhythm in Brazil: with production facilities on the outskirts of São Paulo. It all started with a line to produce injection-blown bottles and their inline decoration as well as to assemble the upper parts. At the end of 2015, we were able to ship the first orders – and since April 2016 production has been working in a three-shift system. Additional customer orders led to further acquisitions in June – including the first injection molding machine for the production of caps. In addition to these investments, we are also proud of some other milestones. For instance, numerous customer audits have been passed in recent months and SAP was also successfully introduced. The purchase of additional equipment is planned for September and October 2016: a second line for the production of bottles and their decoration as well as an additional assembly machine for upper parts. We are also busy working on our Fully Finished solution and are currently qualifying a supplier for local filling. The competent reinforcements who have joined our dynamic team in Brazil these past few months have also made us especially happy.

Our production plant in Elgin, Illinois, has also been growing steadily. In the first half of the year we qualified numerous local suppliers for silk screen printing, pad printing, metallization, filling, and tool manufacturing. Not only are we growing externally – we are also on course for internal growth with two new injection molding machines and a line for the inline decoration of caps. For 2017, it is planned that products from our standard range will be produced in Elgin.

In addition to these production facilities, our goal is always to be even close to our customers and suppliers. We are therefore pleased with our international market presence: with sales offices at the heart of Paris and New York City, Bechhofen and Bamberg, as well as a representative in Los Angeles and Shanghai.



GEKA's location in Brazil



softSECRET BRUSH

Pssst ...

GEKA has unlocked the formula for stunning lashes with unbelievably defined volume – and redefined it. The innovative softSECRET mascara brush combines a lot of high-tech finesse for dreamy expanded lashes.

The secret? Our patented "Sandwich" process which combines two plastic materials with each other! For this, the soft material for the bristles is first injected, and in the next step pressed into the mold with the harder backing material. The result: a stable core with especially soft bristles for high-precision application.

The fitted form of the brush on one side whips up fantastic lash volume while the convex side separates the lashes hair by hair. The different bristles are also spectacular: Extra-thick, flexible, and staggered bristles ensure the mascara is fully loaded and provide the necessary stability to comb the lashes. Zigzag bristles push the hairs upward and serve as an additional mascara reservoir – no matter if the brush is used with the left or right hand. This sweep is intensified by the bristles on the tip. Thus, even the tiny lashes at the corners of the eye and the fine lower lashes are gently coated. All with no clumps or smudging.

The softSECRET brush can be combined with various packaging from the GEKA portfolio. Discover all its facets – at the premiere at Luxe Pack Monaco 2016!



TRENDS SPRING SUMMER 2017

*As a trendsetter, we offer our customers exclusive developments and customized products. And to ensure we are always up to date, we work with renowned market and trend research agencies. We thus presented four major trends for spring/summer 2017 in our last issue of **GEKA Update**. But how do they get turned into actual products?*



The transformation from trend to product was shown for the first time at Cosmopack in Bologna in March of this year with the set on the **"Emotion of Technology"** trend. Thereby, the innovative products combine sophisticated technologies with inspiring emotions. Take our lashLADY brush, for instance: Thanks to patented "Sandwich" technology, a hard brush core separates and combs the lashes while the soft bristles absorb plenty of mascara. And the packaging is gleaming in a trendy turquoise metallization. Another premiere in this set was a new twisted mascara brush with innovative EOSdelta fibers – whose triangular cross-section perfectly separates each individual lash. The design of the bottle and cap: delightfully romantic in rosé metallic master batch. The set also included our brand-new heavy-walled squared lip gloss packaging. Super classy with the cap metallized in matte rosé-gold – and highly precise thanks to the 2K wiper and its accurately fitting applicator. The second lip gloss in the set – whose outer appearance is quite an eye-catcher thanks to its individual cap with marble effect – guarantees kiss-perfect lips. A must-have: the chic cosmetic bag with tweezers and a handy mirror from GEKA Accessories.

Another trend we introduced at MakeUp in Paris exhibition – was **"Green Glamour"**. Far from the classic eco-image, the products are inspired by the idea of sustainability, but at the same time they are sophisticated and feature a high level of quality. The endlessDEFINER mascara brush, for example, was produced with the completely new EOS 2K fibers. Its packaging shimmers with green metallic master batch, without time-consuming and costly metallization. Another novelty includes our molded brushes, which are now available in different degrees of material hardness. Such as the flexiQUEEN mascara with its organically flowing marble effect on the cap. Our new lip gloss packaging also showed off its "green" side, as its special cap is made out of renewable PLA material. The doubly "green" eyeliner also made a splash: with its green formula and its refined cap which features a crackle lacquering whose appearance resembles natural fissures. The cosmetic bag by GEKA Accessories with a green makeup sponge for the perfect look also created a lot of noise.

Were we able to inspire you with our trendy products? Then stay tuned – and discover the trends for fall/winter 2017/2018 on the following pages!



Trends Fall/Winter 2017/2018

Discover all the upcoming trends that beauty fans will be passionate about now! This much is revealed: Autumn and winter 2017/2018 will be anything but gray and drab! It will be wonderfully colorful and imaginative! Elegant style meets breathtaking makeup looks and

sparkling statements – great for a special occasion. We would love to offer you suggestions on how these trends could be implemented in concrete products with combinations that are perfectly matched to one another: With us you get everything from one single source.

Granny Chic

Eye-catchingly trendy, refreshingly headstrong in design. Far removed from the typical granny image, this elegant senior-style combines luxury technology with bold aesthetics and rebellious chic. Colors play with contrasts: cool silver and white meet neon green and soft shading in pink and brown. Bravely off on an unconventional adventure!

LOOKS

Color contrasts with a striking touch accentuate the eyes: The lashes are voluminously enveloped in heavy black, eyebrows thickened in warm brown. The eye shadow stands out thanks to its graphic forms with matte metallic finish and green accents for the cat's-eye effect, intensified with black eyeliner. Defined lips shine in pale or luminous pink and rosé.

PACKAGING AND DECORATION

Retro patterns and lettering, ceramic elements, woven structures, and simple geometric forms revive the past. Hot foil and screen printing create rounded off squares, light circles, and very fine dots using only a few colors. Digital components fuse with fresh vintage for lively decor with ergonomic effects.

Blaze of Glory

Blazing and lively like an iridescent mix of an aristocratic gala and hypnotic nightclub atmosphere: Inspired by the extravagant world of the cosmopolitan young elite, this trend combines impulsive design aesthetics with opulent shading and glitzy elements in an irrepressibly glamorous style.

LOOKS

Dramatic eyes, dazzling accents, and false lash effect: The eye shadow shimmers dark or light in blue tones with up to four shades. In focus: theatrical eyebrows set with dark jewels. Strongly defined lips are fired up in matte powder orange or violet blue micro-gloss as a top coat. Nail stickers and pearls perfect the cool look.

PACKAGING AND DECORATION

Sparklingly reflective surfaces show themselves with clear, smooth shapes and lavish ornaments. With golden copper accents, lacquered or hot foil printed details. Covered with crystal textures, metallic sequins, and structures inspired by precious stones. A glittering mix of royal motifs and subtle design codes.

Perfection of Purity

Progress develops into elegant perfection, purity meets lively colors. In a minimalistic design, sober white is transferred with warm notes, colors express suspense. An unadjusted individualism arises from transparent technologies and sensual experiences which emphasize the individuality of people.

LOOKS

The eyes are asymmetrically accented with creamy nude eye shadows and eyeliners in lively orange or sober snow-white. Eyebrows become a shade lighter with a hint of gray accurately applied, with powdery white as a highlighter. Deep, black mascara emphasizes the upper lashes with natural wet effects. The lips beguile with nude, pale pink, and crème frost.

PACKAGING AND DECORATION

Structured shapes are interrupted by extreme design elements: with a lively mix of holographic and high-gloss effects, color change, and rainbow finishes. Metallic master batches, translucent plastics, and metallization with chrome shimmer are there to mystify.

Savage Beauty

Concealed in the distance, wild warrior queens combine untamed nature with impulsive power and pure beauty. With their shading, the natural elements and colors convey the great stories and myths in all their strength. Long forgotten traditions merge with the technology of today.

LOOKS

The look: wild and natural. The eyes: emphasized with earthy pigments and golden accents. Rusty copper, metallic green, bronze, and red tones stretch across up to the brows as uneven eye shadow that is brushed upwards with a light radiance. Mascara is only applied to the upper lashes which are also accentuated with softly blended eyeliner in black. Lips glow with opaque tones of wild berries and are additionally accentuated by a line of sequins in copper.

PACKAGING AND DECORATION

The packaging, too, receives a touch of wild. Unfinished corners, weathered aspects, details in wood, felt, and leather are complemented by marble effects in organic shapes. Haptic 3D silk screen printing processes imitate insignias of old tribes and the surface of reptile skins for sublime structures.

GEKA HEALTHCARE

Our GEKA Healthcare Division is now about two years old and continues to experience robust growth. In addition to the production of components for the field of medical technology, applicators with extremely fine micro-bristles are at the heart of this division. These applicators enable the more precise and hygienic application of liquid/semisolid medicines and can be combined with conventional dip-in packaging as well as tubes and disposable packaging, thanks to a variety of collaborations.

Together with Neopac, a multinational packaging specialist for the development and production of Polyfoil® tubes, we have developed an innovative new generation of precise and hygienic pharmaceutical packaging:

The Twist'n'brush™ tube uniquely combines Neopac's proven Twist'n'use™ system for single-use applications with our extremely fine micro-bristle applicators. Twist'n'brush™ enables the simple, precise, and hygienic application of liquids and toners. Due to its different tube lengths (1 - 13 ml) the Twist'n'brush™ also offers a wide variety of applications for the cosmetics sector, such as a concealer, in addition to its applications in the pharmaceutical sector.



NEOPAC
THE TUBE

stylo

The soft TPE liner enables the precise application of a variety of formulations:

- + Anti-aging applications such as wrinkle fillers
- + Makeup applications
- + Creams against smaller patches of red skin and impurities



The transparent PET-G pipette enables the precise application of:

- + Sera to combat pigmentation and age spots
- + Anti-aging formulations for the eyes, lips, or décolleté
- + Sera for hair ends
- + Sera/oils for cuticles
- + Brightening tooth gels
- + Nutraceuticals



And a third version specifically for the healthcare sector will be presented at CPhI in Barcelona in October 2016. Stay tuned!!



Brand-new in our portfolio: "Stylo" – the new signature for skin care that enables the easy and accurate application of liquid and semisolid skin care products. Thanks to its size and a special intuitive locking system, the Polyfoil® tube is ideal for multiple applications. The rotating ring ensures the product is safely protected from leaks while the cap protects the applicator. The latter is available in two versions – as a pipette or as a liner.

GEKA ACCESSORIES

GEKA Accessories, the division of the GEKA Group for cosmetic accessories and high-quality shaving brushes remains on course for success! This fact is also reflected in the new display we have developed for our customer Müller for their Body & Soul brand: "And so the adventure begins" – a limited edition display just in time for the holiday season!

London, Venice, Paris – the eye-catching full-service display based on the theme of travel ignites a real wanderlust at the POS in all beauty cosmopolitans! With stylish and handy accessories – for a perfect all-round look when travelling. The basic for a flawless application: the trendy teardrop-shaped makeup blender in bright pink, which adapts perfectly to any skin type, thanks to its high-quality rubber mix. There is also a stylish powder brush made of goat hair in an elegantly patterned gilded aluminum casing. Eyelash curler and tweezer with comb sparkle in rosé gold. Likewise, the mirror promises a perfect image with a normal view on one side and two-times magnification on the other. So ladies, take off for adventure!

Are you also interested in complete displays, ready for sale, including graphics, cosmetic accessories, and beauty products such as mascara, lip gloss, and eyeliner? Then make use of the synergies of GEKA Accessories and GEKA Beauty – we will be happy to help you realize your ideas!



MARY KAY

LASH INTENSITY MASCARA

This is one that will turn everyone's heads – with style, elegance, and that certain extra something. Lash Intensity Mascara gives a passionate and multifunctional performance for an intense lash look, with sensational volume and maximum lengthening.

The refined twisted shape is the result of individual customization: cap, bottle, and thread part join together stylishly to form an exclusive design that includes a classy embossed logo on a transparent lacquered cap with silver-shiny hot foil stamping on the bottle. Ingenious in detail is also the precious content inside: the extra-large brush, which combines three different, partly patented, technologies: the EOS fiber and HYPNO cut for an even and full application of mascara and SEPA fiber treatment for perfect separation of the lashes. The visual effect: the volume of two lashes on each individual tiny hair. Staggeringly intense!



LASH STAR BEAUTY

FULL CONTROL MASCARA SUPERNOVA MASCARA

Two mascara duos have exploded onto the scene in the beauty universe, opening up new dimensions as they do so. With new bottle tools for one side and dual brushes, Lash Star Beauty's two latest creations produce revolutionary lash looks.

For lash impact that's out of this world, Full Control Mascara combines precision and finesse at quantum level. With sleek, breathtaking elegance, the mascara is presented with two brushes and golden hot foil printing on transparent UV lacquering. After the first application with the small, twisted brush comes the phenomenal finish with the curved 1K brush missCURL. This envelops lashes precisely – and at the speed of light gives them the ultimate curve. For sensational volume without clumping. An irrepresible power of attraction, that's fully under control.

The Supernova Mascara makes all eyes shine with the radiance of a bright star. With a premium look thanks to its high-quality design and golden ferrule, this mascara sparkles in a transparent UV varnished bottle with golden hot foil stamping. Its burning heart: a small, slender fiber brush on one side that precisely defines each individual lash and forms the basis for the second application. Together with the rich formula, the patented multi-benefit brush on the other side multiplies the volume of lashes exponentially thanks to its HYPNO cut and SEPA finish. The explosive result: multidimensional, volume, mega-length, and galactic separation.



MIRRA

MAGIC STYLIST MASCARA VICTORY MASCARA

Happy Birthday! To mark its 20th birthday, the cosmetics company MIRRA has created two exclusive mascaras: For magnificent lash volume to make any eyes radiant – and allow every woman's individual beauty to blossom.

The packaging of the Magic Stylist Mascara sparkles majestically in metallic gold master batch with shiny glitter particles. The hot foil printing on the bottle also glitters in gold. Extra glamor for magical lashes is promised by the twisted wire brush with its patented HYPNO cut. While the long bristles perfectly separate the lashes, the shorter ones intensify the volume. Added definition comes with the new deltaFIBER and its triangular cross-section. Go for gold!

With eyes like this, no woman can lose! The extra-soft brush of the Victory Mascara enchants even on the first stroke, creating sensational volume: Thanks to its hollow fiber, it generously takes up the formula – and with its narrow, tapered shape even the smallest of lashes are precisely intensified. Another true triumph is the design: Timelessly elegant in deep black, sophisticated with golden hot foil stamping.



vult

BOMBASTIC VOLUME MASCARA SUPER LASHES MASCARA

Genuinely magnificent and truly bombastic – these two mascaras from Vult unleash their powers for phenomenal lashes and a fabulous look!

Even the minimalist design appears sensationally stylish: the Super Lashes Mascara is cool in blue, the Bombastic Volume Mascara is bright in pink – each decorated with a radiant white hot foil print. The highlight: the production of the bottles in the new GEKA factory in Brazil – including the assembly of their upper parts. And, having only just been launched into society, the debutants in this location are already making an astonishing impact.

Impressive mega-volume is guaranteed by the Bombastic Volume Mascara. The extra-large brush with EOS fibers and patented HYPNO cut picks up the maximum amount of formula, which envelops each individual hair with a light,

flexible film. And while long bristles perfectly separate the lashes, the shorter ones boost the volume. Uniquely captivating, available in various shapes and colours.

Super Lashes Mascara is a multi-benefit miracle. In just a stroke, the sophisticated brush creates lush volume and unbelievable length. At the same time, the HYPNO cut and extra-long bristles separate lashes perfectly. The brush is given the perfect finish with the SEPA treatment: thus, lashes fall almost automatically into the wedge-shaped, tapered ends of the bristles. Magnificently simple – and simply spectacular!

