

# GEKA UPDATE

**GEKA**

GEKA GmbH  
Waizendorf 3, 91572 Bechhofen  
Germany  
Tel. +49 9822 87 01  
Fax +49 9822 87 119  
geka-world.com



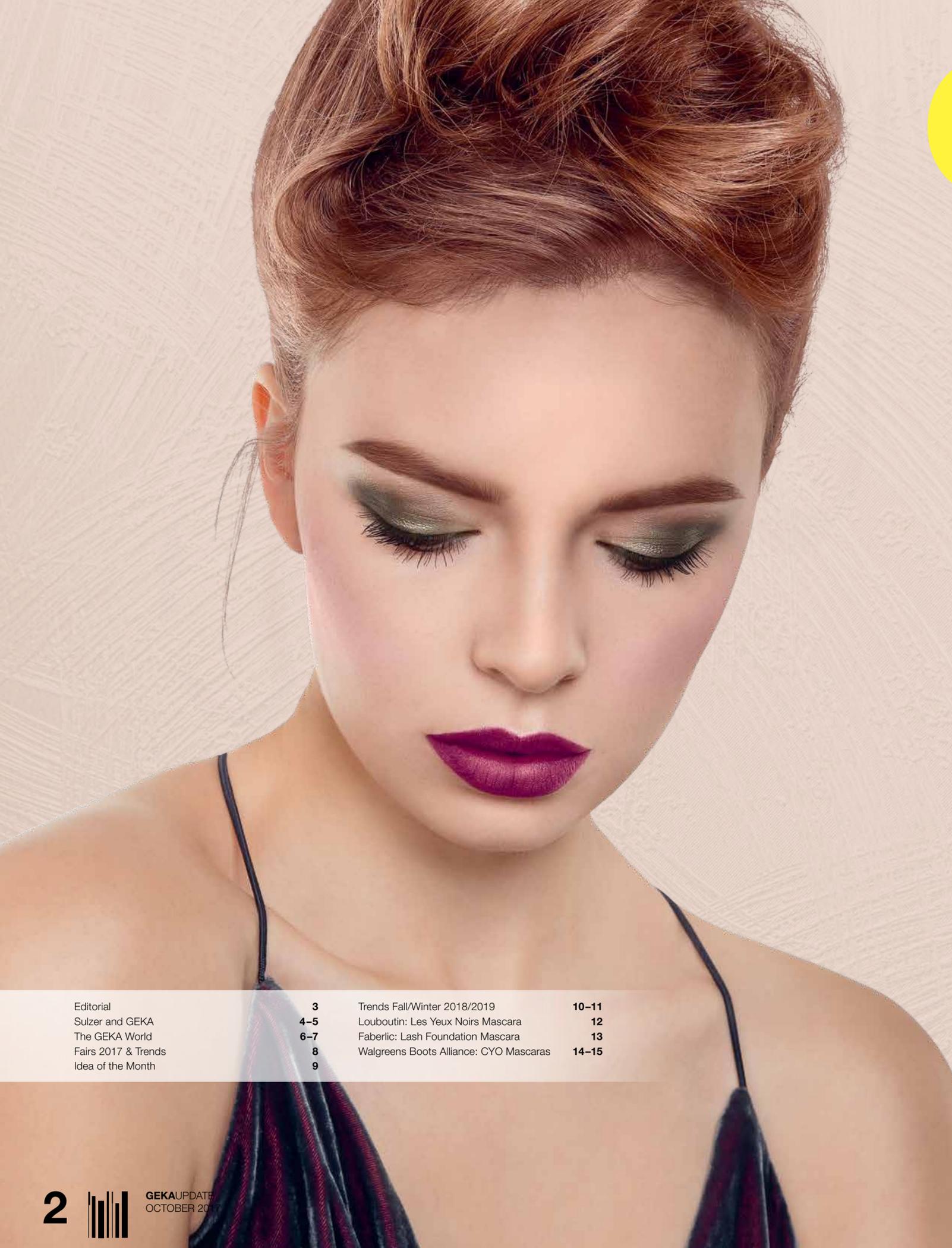
**2**

SULZER & GEKA  
THE GEKA WORLD  
FAIRS AND TRENDS  
IDEA OF THE MONTH  
TRENDS 2018/2019  
LOUBOUTIN  
FABERLIC  
WALGREENS BOOTS  
ALLIANCE

**October  
2017**

More on [geka-world.com](http://geka-world.com)





# GEKA

EDITORIAL

UPDATE  
2017/2



Christian Hauger  
SVP Head Beauty Segment

Welcome to the second edition of GEKA Update this year! This is also my second edition overall, and in it we keep you up to date with all the exciting news from the GEKA World.

We have had an exciting six months where we've been concentrating on growth and continuous improvements. Since we belong to the Swiss industrial group Sulzer for more than a year, we would like to make this link also outwardly visible. Therefore, we have added "A Sulzer Brand" to the GEKA logo. GEKA is now associated exclusively with the cosmetics industry, as we have integrated our healthcare activities into the APS Healthcare area.

Our focus on growth is distinctly noticeable – we are delighted with the increasing demand! Unfortunately, this sometimes resulted in longer delivery times. We listen to your concerns and we take these very seriously, as we know that goods must be delivered just in time in the fast-paced beauty industry. Therefore, we are expanding our global capacities and our standard program – so that the often time-consuming development of tools will not be necessary. At our headquarters in Waizendorf, we are doubling the production area and working on expanding the integrated value chain. There is plenty going on at other locations also. This can be seen on our careers page as well – we are seeking various new members of staff, from process engineer to key account manager. Overall, quality remains the main focus of our business and our thinking, and here we have initiated and successfully implemented many measures and certification processes.

What can you also expect in this edition? You may be curious, for example, about our inspirational ideas outside of the trade fairs – the "Idea of the Month". Here, we introduce new brushes, packaging and decorations – imaginatively geared to seasons or trends. Regarding the latter, we have been working in conjunction with a trend agency for more than two years to develop up-to-the-minute inspirational sets. The set eagerly awaited for Luxepack and for fall/winter is called "midnightSEDUCTION" – glamorously decadent and fantastically theatrical. You can also disco-

ver three more trends for autumn/winter 2018/2019 in this issue. This means, you will have enough notice to develop your own trend-based products and launch them in time.

We are also proud of our reference products. As in a dream of 1001 nights, you can discover the new mascara from world-renowned brand Louboutin, or a lash primer from Faberlic. Or indeed, the new CYO line from Walgreens Boots Alliance – exclusively developed for young millennials. By the way, if you are interested in appearing in GEKA Update with your products, we would be delighted to receive feedback from you!

You can also make contact with us through our social media channels. Like us on Facebook or follow us on LinkedIn, Xing or Twitter – we regularly post news and information on the hottest topics so that you're always up to date.

Or meet us face-to-face at the trade fairs. This GEKA Update is published for Luxepack in Monaco – one of the trade fair highlights of the year. Already booked too are the first trade fairs for next year, such as MakeUp in Los Angeles (February 2018), Cosmopack in Bologna (March 2018) and MakeUp in Paris (June 2018). Make a note of the dates in your diary!

Right now, however, we are going to focus on ending 2017 successfully along with you, our customers and our suppliers – so that we can start into next year full of zeal!

Sincerely,

Christian Hauger

Editorial	3	Trends Fall/Winter 2018/2019	10-11
Sulzer and GEKA	4-5	Louboutin: Les Yeux Noirs Mascara	12
The GEKA World	6-7	Faberlic: Lash Foundation Mascara	13
Fairs 2017 & Trends	8	Walgreens Boots Alliance: CYO Mascaras	14-15
Idea of the Month	9		



# SULZER & GEKA

## SULZER

As former CEO of GEKA and current President of the Sulzer Applicator Systems Division, which also includes GEKA, I am happy to bring you news about our Sulzer Group. You know how much passion I have for the beauty business, and especially for GEKA.

It is now almost one year since GEKA was integrated into Sulzer, and we have seen many impressive developments this past year. Financially, the Sulzer Group increased its order intake by 12.5% within the first half of the year, while sales have grown by 3.7%. This growth was strongly supported by successful acquisitions like GEKA and PC Cox.

Applicator Systems (APS) is the new division within the Sulzer Group, joining the other three divisions – Pumps Equipment, Rotating Equipment Services, and Chemtech. APS contains 2 business units, Mixpac and Beauty. Mixpac comprises Adhesives, Dental, Healthcare, and soon Animal Health. Beauty is comprised of GEKA with its two business segments – Beauty and Accessories. In order to help GEKA become part of the Sulzer corporate identity, we have added the words “A Sulzer Brand” to the GEKA logo.

It was important to us to keep the market specificities for each business segment and share best practices. This means that GEKA now exclusively represents the Beauty area, including Accessories, within the APS division. Therefore, we will focus entirely on the cosmetics industry – in line with our roots and our core competency. To make our company’s focus more visible, we will also redesign the GEKA website.

As already mentioned and as you can read about in more detail on the following pages, we are on a solid course for growth. Therefore, we have decided to modify our careers page on the website to be even clearer – and to include filter and search functions. This makes jobs easier to find. We are now looking forward to having new and inspirational employees at all of our locations worldwide to help us to shape the growth of our division.

The APS company presentation as a whole will also be spruced up with a new, fresh modern look. At the beginning, you can find general information on Sulzer, followed by an illustration of the five business segments: Adhesives, Dental, Healthcare, Animal Health and Beauty. To emphasize the close link with Sulzer, we also show our core capabilities here – capabilities in the areas of innovation, quality management, purchasing, manufacturing, and many more.

Together with Sulzer, GEKA is focused on growth, supported by a significant program of investment in the APS locations. I am particularly pleased about this – and excited about further developments!

Sincerely,

Amaury de Menthière  
Division President Applicator Systems

Together with  
**Sulzer, GEKA**  
is focused on  
**growth.**



**Amaury de Menthière**  
Division President Sulzer  
Applicator Systems



**GEKA**   
A Sulzer Brand



# THE GEKA WORLD

Growth, quality management, and seamless collaboration: These areas are and have been the focus of our developments in recent months – from Bechhofen and Bamberg to Brazil and the USA.

GEKA has grown significantly in the last few years. But we are going even further: Sulzer still has ambitious growth targets for GEKA and wants to expand the value chain by building additional production capacity.

## BECHHOFEN

Therefore, the GEKA production facility at its headquarters in Bechhofen is being doubled. The construction work on a new hall will begin in 2017 and is expected to be completed by the end of 2018. This will expand the production area in Bavaria by 12,000 m<sup>2</sup>, almost doubling the total area of the current Bechhofen plant. More than 250 new jobs are being created, meaning that GEKA will count more than 1,000 dedicated employees in Germany in the medium term. The development of our employees and the building up of expertise in the long term is a particularly important consideration to us. Our growth will help talents and a new generation to develop and reach significant responsibilities.

## BAMBERG

At our second manufacturing site in Bavaria, Bamberg, we successfully introduced SAP in July. Furthermore, supply chain, production, and finance processes have been standardized across the locations, ensuring that collaboration between Bechhofen and Bamberg is now seamless, as part of the complete integration of former OEKA activities.

## QUALITY

With all of the growth, quality is still the top priority at GEKA. Therefore, next to the production area in the new hall, there will also be a newly designed quality area equipped with measurement and laboratory space, as well as enhanced measuring equipment. The quality team is also continually being developed. The new revision of the quality management standard ISO 9001:2015 illustrates how important the continuous improvement approach at GEKA is. In March, our locations in Bechhofen and Bamberg successfully upgraded to meet the standards of the new revision and were among the first 10 percent of German companies to do so, according to studies. Already now, formal certification in accordance with the environmental management standard ISO 14001:2015 is planned for 2018, in addition to an FSC re-audit in the area of accessories.

During the year, we also launched the CAQ system Babtec.Q, in which the modules such as complaints management, audit management, inspection planning, gage management, FMEA, and action management are centralized. The final switchover and roll-out of all of the modules will be completed in 2018.

Additionally, we use digital standard range boards as a quality control measure. For us, this digitization means more flexibility, speed, and the generation of a basis for discussion and uniformity. Furthermore, standard and even customer-specific quality defects can be electronically mapped, sent, and archived.

## SÃO PAULO

New machinery brings increased capacity and lays the foundations for growth – this is a theme that we are also applying to our location in São Paulo, Brazil. Demand is increasing in South America. Therefore, we have invested in the following: an injection blow molding machine for the production of both standard bottles and those exclusive to particular customers – including inline hot foil decoration, the in-house production of printing dies, and new injection molding machines for manufacturing thread parts and caps. Other machines will be installed in January 2018. In October of this year, machines will follow for the automatic assembly of upper parts – for both molded and twisted wire brushes. Certification in accordance with ISO 9001:2015 is then planned for 2018. Overall, we are very pleased with our development in South America and we are focusing on further growth with our regional and global customers.

## ELGIN

Elgin, Illinois: At our location in the USA, we are looking forward to having a complete set of tools to manufacture standard packaging, to be installed by December 2017. The popular large cylindrical bottle 370114 is already produced there. An additional tool will follow by the end of this year, as well as tools for manufacturing caps and thread parts. Production of other products from our Block Building System is being planned for 2018. All tools for injection molding and injection blow molding are also built on site. So far, Elgin is certified in accordance with the ISO quality management standard 9001:2008, but this is scheduled to be upgraded to ISO 9001:2015 in 2018. The introduction of SAP is also planned for next year, with preparations already well underway. As Brazil has already implemented SAP, following its launch in the USA, all GEKA production sites will be working with SAP in a standardized manner – for even smoother handling of all of our processes.

**Quality, collaboration, and growth: These are the areas on which we will be focusing in the coming months – so that we can deliver our products to our customers quickly and with the usual high level of quality that they are accustomed to seeing from GEKA.**



An aerial view of Waizendorf today.



# FAIRS 2017 & TRENDS

Whether it's Los Angeles, Bologna, Paris, New York, Monaco, Moscow or São Paulo – GEKA attends numerous trade fairs worldwide and, thanks to collaborations with renowned market and trend research agencies, is always up to date! This year's highlights at Cosmopack in Bologna and MakeUp in Paris were our "sweetCANDY" and "orienTALE" collections, inspired by two super trends for spring/summer 2018, presented as stylish displays.

Cosmopack Bologna **sweetCANDY**: Wild overstatements and playful elements characterize this unique look. The brand new lashJEWEL mascara brush with its EOSdelta2K bi-injected fiber conjures volume and perfectly separates lashes. The packaging features a surprising sleeve decoration with a 3D haptic effect. The innovative star of our collection: the molded brush pureSENSATION, manufactured using the patented Moltrusion® process and radiantly striking thanks to the cap with a speckle lacquering. The precisionLINER applicator, made up of 19 delicate micro-bristles, makes eyeliner extra precise; tantalizingly packaged with a matte purple finish. Our duo lip gloss with matte texture for the upper lip and a glossy formula for the lower lip is a real trendsetter – with a spectacular marble effect on the ferrule. The 1K applicator miniPERFECTOR with an equally eye-catching cap creates perfectly combed eyebrows. The perfect matching accessories: A cosmetic bag with a trendy holographic effect, a mini make-up or concealer sponge and a sweet cupcake-shaped nail file; colorful face stickers complete the look. Presented on a little candy cart, the collection was a real magnet for visitors at the trade fair.



We are also proud of our "The Wall" award, which we won at the trade fair in the technology category. The winner: our bottle-in-bottle marble mascara, composed of two bottles for a high-quality thick-walled effect. The outer bottle is characterized by flowing marbled streaks in three colors, which are distributed differently every time. The colors are mixed in during the injection molding process and achieve an extra depth effect. Unique – and guaranteed to be highly effective at the POS!

MakeUp in Paris **orienTALE**: In keeping with the theme of our orienTALE collection, the trade fair stand was also staged with oriental elements. A highlight product from the set: the brand new persianEYES mascara – with metallic sleeve decoration on the bottle and the new bi-component fiber EOSfoam. Two new duo packs give an oriental look: Lids sparkle in gold or turquoise and eyebrows are also skilfully emphasized. While the beautySTYLIST applicator with extra-hard flock simultaneously combs the eyebrows and fills gaps with color, the other side acts as highlighter to emphasize the brow bones. Golden body tattoos as well as rhinestones for the eyes complete the 1001 Nights look, all conveniently packaged in a turquoise PU leather bag.

Are you also interested in a display of cosmetic bags, mascara, lip gloss & Co.? We are happy to help you find ideas, designs, and realize displays that are ready for sale. Be inspired by the trends for fall/winter 2018/2019 on the following pages right now!

# IDEA OF THE MONTH

We would like to inspire you with our products even beyond the big trade fairs! For example, with the "Idea of the Month", which now elates almost 1,000 regular recipients. Every two months, we present new brushes, packaging and decorations, imaginatively geared to the seasons or trends.



The first "Idea of the Month" 2017, January/February: a lip gloss for Valentine's Day with the flexiKISS 2K applicator for irresistible lips; each cap is unique thanks to the marble masterbatch.



In keeping with the wedding season, in May/June we presented our lovelyLASHES mascara with curved brush and water-resistant formula. A flocked screen-printed lace pattern on metal packaging provides an elegant look.

Would you like to know what's next and be inspired by our new products? Then simply write to us at [info@geka-world.com](mailto:info@geka-world.com) and we will be happy to add you to the mailing list!



In March/April we surprised recipients with a mini mascara. Influenced by the color of the year "greenery", the packaging shines with a gradual lacquering and the brush is made of 100% renewable fiber from the castor oil plant.



Brand new: since July/August the "Idea of the Month" has been supplemented with trendy accessories. Based on the "mermaid" theme, the shimmering passport cover and the fine nylon brush with a gradual lacquering look beautifully summery. The shimmering turquoise liquid eye shadow and the versatile flirtyKISS 2K applicator are concealed by a metal cap in rosé-gold with tactile silk screen-printing for a water drop effect.



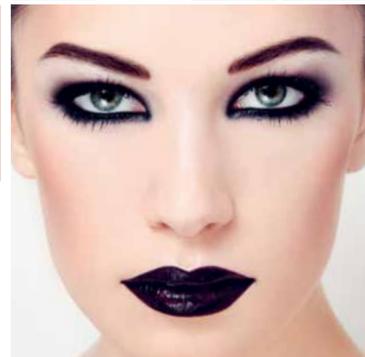
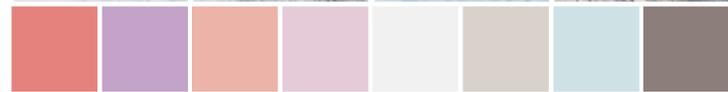
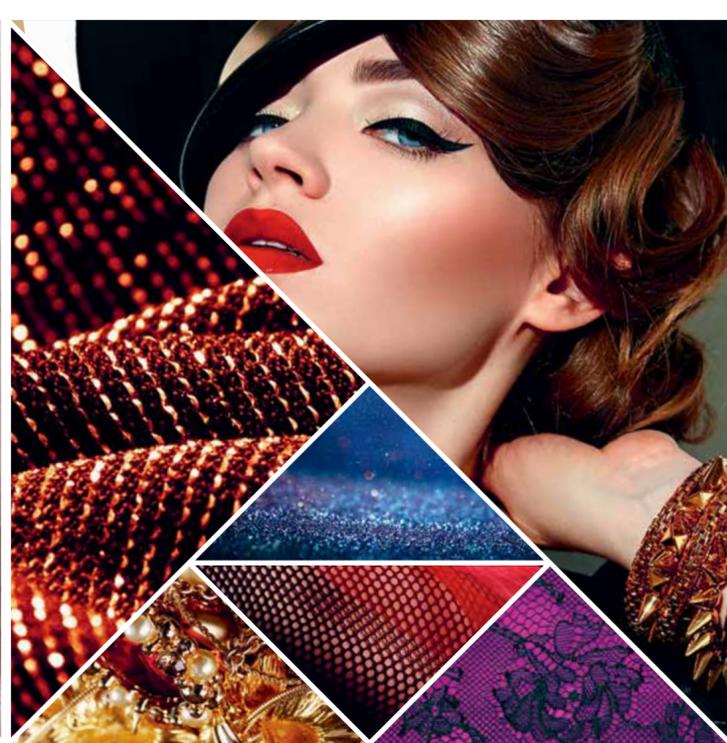
## Trends Fall/Winter

No beauty can resist these! Make-up megatrends for fall and winter 2018/2019 inspire these four super cool looks already today – and you benefit from a year's



## 2018/2019

advance notice. We will be happy to advise you if you want to turn these eye catchers into tangible products – whether as an exclusive development or a full service solution!



### Idiosyncratic

A bit nerdy, a bit over the top – and totally individual: This artistic look unites traditional retro craftsmanship with experimental self-expression – and combines clashing improvised elements. In striking green or with shades of orange, which inject a refreshing warmth into our digitized world. Simple but virtuosic; functional but playful.

#### LOOKS

The face, naturally perfect without any blush, becomes a canvas: eyes in smoky green with highly-pigmented loose powder eye shadows, or dashed abstract chalk lines. The brows are matte brown, the upper lashes are matte black or have very subtle, natural make-up applied. A glowing creme in retro shades of orange lets the lips radiate – or creates a statement in a darker leather-look.

#### PACKAGING & DECORATION

Abstract shapes blend with geometric patterns to create a composed order, with the focus on simplicity: with vectorized fonts, smooth plastics and layered surface effects. Lacquered finishes, colored vinyl, paper and adhesive tape create unique accents: as a visual homage to art, shape and movement.



### Cosmic Dust

Once the power of the spirit is set free, the elements combine to give an uncontrollable strength. Inspired by the martial arts and the grace of Japanese dance, it erupts into a hyper-synchronized movement. Virtual realities blend to create a futuristic, ultra high-gloss cyber-tech look. Super-fine layers provide not only the best performance for the skin, but also a galactic look.

#### LOOKS

A hybrid of liquid eye shadows and soft pastel powder illuminates the graphically designed eye – and coats the brows with a powder-like texture. The upper lashes are a matte pink, chalky white or shine with a transparent lacquer. The lips have a spacey sheen and are highly-pigmented in galactic blue or matte off-white. Cheeks blush delicately.

#### PACKAGING & DECORATION

Animated by algorithms, materials inspired by technology synchronize with cellular shapes. With blue-green 3D coatings and reactive surfaces that change color. Luxurious stretch satin, transparent nylon, metallic glass, fluorescent platinum and gel-like bubbles in intensive night colors follow kinetic rhythms. Pixels, dots and lines form flowing scripts with shimmering blurs.



### Arctic Aurora

At home in extremes: In the Arctic wilderness, where humans and nature exist in pristine harmony. Little protection from the untamed landscape, with flora trapped in the ice, humans appear fragile, but strong. Inspired by the ice-cold air, magical phenomena and ritual customs. Onward to the glittering tracks in the snow!

#### LOOKS

Untamed beauty, where icy textures of crystal powder or mousse rest gently on the lid. A white line asymmetrically defines the inner eye. Colorless lacquer or a silver shimmering top coat give the lashes a frosty look, white mascara mattifies and eyebrows shine with a gloss lacquer. Orange colored oil gently dabbed on the lips creates a frosty ombré effect. The icy cold creates a pink shimmer on the cheeks.

#### PACKAGING & DECORATION

The design is sustainable and minimalist, with native drawings and primitive decor. Rustic textures and frozen surfaces with delicate crystals inspire the patterns. Animals, birds and insects provide accents on downy fibers, dense fleece and silky skins. Blurry water effects, symbolic rock paintings and two-dimensional tattoos blend together to form an organic typography.



### Midnight Seduction

Beauties go burlesque. Glamorously decadent and fantastically theatrical, this trend is great for any woman who wants to feel like a femme fatale. A bit naughty and with extra glamour. Sassy with spectacular extravagance, alluring with sparkling sequins and shimmering glitter lashes for a dramatic look. Step out of reality, step onto the stage!

#### LOOKS

Glitter-effect pigments and metallic brows extravagantly frame the eyes: with dramatic long feathers, gold creme or lacquer for the lashes, liquid satin eye shadows in khaki and uniform blue and golden liquid gel liner. The skin glows with a semi-matte velvet shine, the cheeks are contoured with a pink blush. Lips shimmer seductively in red or purple and glisten with sequins.

#### PACKAGING & DECORATION

Glitz, glamor, gold effects: Boldly decadent materials meet lavish textures and luxurious metal. Magnificently delicate feathers and threads, fine lace and opulent satin effects are the key features of this trend. Art Deco shapes and vibrant theater typography blend with provocative elements and are rounded off by vintage-inspired fonts.



# LOUBOUTIN

## LES YEUX NOIRS MASCARA

Beyond Prestige – With a look inspired by the opulence of Art Deco architecture, the details and elements executed in this ultra-luxe packaging represent the next level of customization without compromise.

The product is a coming together of minds, creativity and expertise: The black multi-part cap and gold studded band sit precisely like a crown on a ribbed gold column. The bottle is equally complex in construction by bringing brass and zamac together to create a truly gorgeous sleeve. Hidden within: the real gem. With its arrangement of horizontal and vertical bristles, the 1K brush enables a precise application. For gorgeous volume and exceptional sweep. The bristles at the

tip provide that extra push: These form even the smallest lashes on the lower lid or in the corner of the eye with precision, giving them masterful definition.

The production process for this mascara finishes with a touch of mastery when the final parts are carefully assembled in the USA by white-gloved hands. Les Yeux Noirs is a perfect marriage of global sourcing, sophisticated production processes, and hand-crafted artistry.



# Faberlic

## LASH FOUNDATION MASCARA

### Hello, hocus-pocus!

Supernatural volume boost for anyone's lashes and a wonderful look for every woman:

No magic is needed – only Lash Foundation from Faberlic.

Its secret lies in its beige foundation, which is applied as a primer like normal mascara. When done in this way, the ingenious molded brush grabs every single hair from root to tip and coats it quickly and thickly with the forming and lengthening primer. If then the mascara of choice is applied, it conjures up the perfect look: extremely defined, dramatically long lashes with an extra voluminous fan effect. These nearly invisible forces are tastefully hidden in the elegant bottle made of black masterbatch with shiny gold hot foil decoration. Simply magical!



# WALGREENS BOOTS ALLIANCE

## CYO LINE

Exclusively developed for young millennials:

the new CYO line from Walgreens Boots Alliance! Beauty to CREATE, COLOR, CALL IT YOUR OWN stands for a freedom-loving generation with its own ideas. It chooses make-up as a self-defined statement: authentic, courageous and with shades ranging from matte to shimmering and metallic to chrome.

The line's design offers sophisticated understatement: units lacquered in matte black with white silk screen-printed lettering or transparent bottles with black hot foil print. Perfectly adapted to the individual look of the millennials thanks to different application results for volume, curl, extension, separation or precisely defined brows.



With **CYO Curl Mascara**, eyelashes achieve new heights. The slightly curved molded brush captures each individual hair from root to tip, sweeping it delicately upward in just one stroke. It's all wonderfully easy, and clumps are nowhere to be seen.



**CYO Brow & Lash Gel** is genuinely multi-talented when it comes to eyebrows and lashes. The asymmetrical brush combs and envelops each individual hair perfectly. Whereas long fibers separate lashes, shorter ones tame eye brows. Available with a transparent or a colored formula for stunningly defined lashes and brows.



**CYO Definition Mascara** ensures perfectly defined lashes when the brush is turned during application. The real highlight: its two different zones. The shorter bristles create a flat side and make sure lashes are particularly well coated, while the longer bristles lengthen them dramatically. Even the tiniest hair in the corners of the eye are reached thanks to the conical shape of the tip. A perfectly ingenious masterpiece.



Long, longer, longest. The secret to **CYO Length Mascara** is the irregular surface of its EOS fibers: These ensure that just the right amount of mascara is applied to create a rich coating through each individual stroke. The special feature is the HYPNO cut with three volume zones, providing lashes with enhanced thickness. The fibers with their patented SEPA finish guarantee optimal combing and lash separation. The result: perfection.



**CYO Volume Mascara** creates incomparable fan-like volume for eyes with a breath-taking look. Thanks to the generous wire configuration and open brush structure, lashes are easily caught up and coated with the maximum volume of mascara. The special fibers provide for precise separation – from root to tip.