



GEKA CORPORATE PRESENTATION

GEKA 
A Sulzer Brand

WHO WE ARE?

WE PROVIDE:
beauty packaging,
fully finished products,
beauty accessories

WE ACHIEVED:
150 Mio in 2019 (CHF) with
1.000 committed employees

WE OPERATE:
in 4 production sites
around the globe

WE BELONG TO:
APS division within Swiss
SULZER AG since 2016

**MAKE-UP
PERFORMANCE LEADER**
25% market share mascara

SUSTAINABLE COMPANY:
EcoVadis Gold &
sustainable packaging offer



A SULZER BRAND

ABOUT SULZER

FACTS & NUMBERS

DIVISIONS



| Founded in 1834

| Headquarter
in Winterthur, Switzerland

| 16.500 employees
in more than 180 locations

| CHF 3.7 bn in Sales
(in 2019)

| **PUMPS EQUIPMENT:**
Pump technology and solutions

| **ROTATING EQUIPMENT SERVICES:**
Service solutions for rotating equipment

| **CHEMTECH:**
Separation and mixing technology and
associated services

| **APPLICATOR SYSTEMS:**
Systems for liquid applications

OUR PHILOSOPHY

WHAT IS OUR DRIVER?

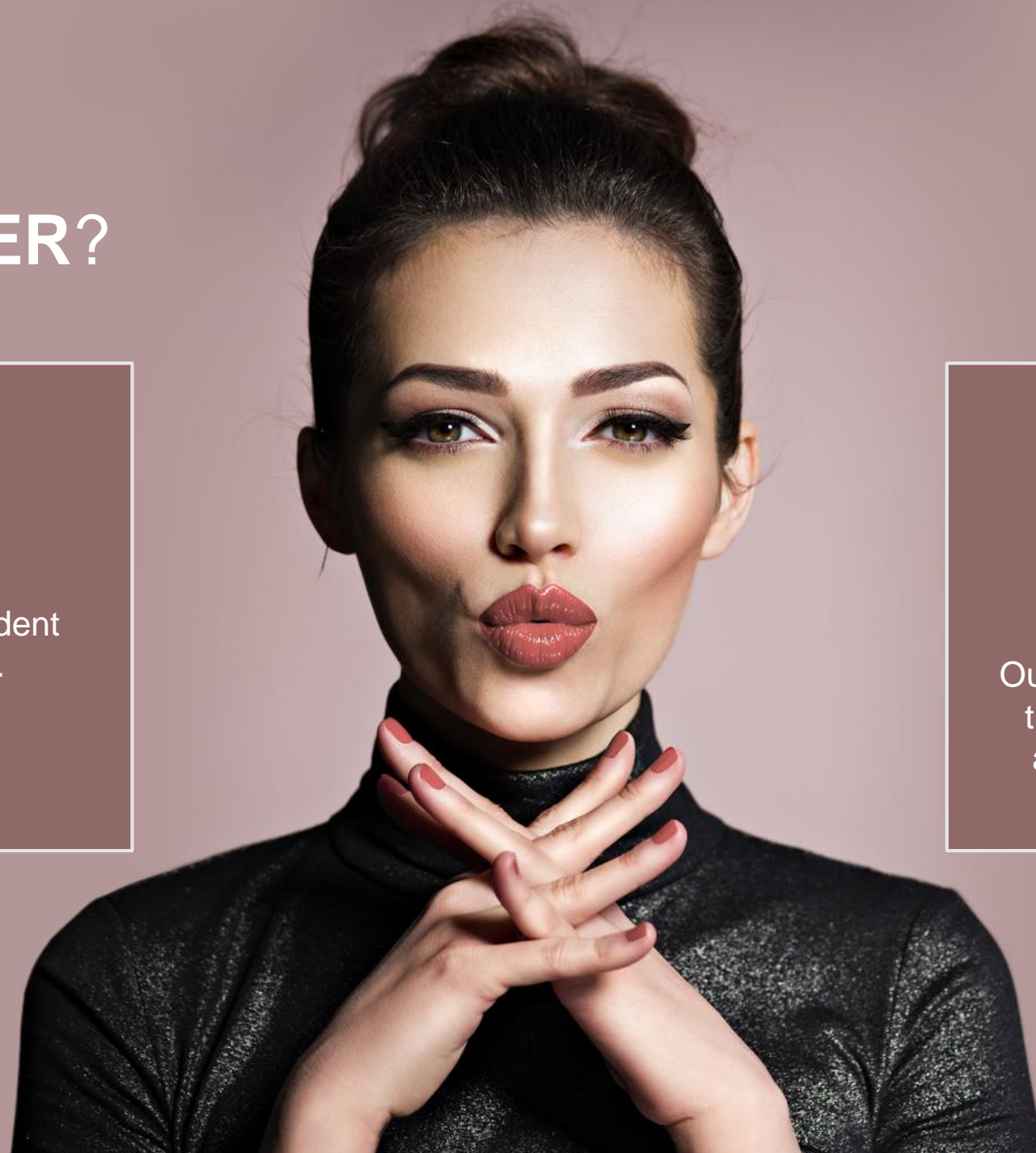
OUR VISION

Make people feel confident
in a beautiful future.

OUR MISSION

**We are a trend-setting
company that delivers
innovative solutions.**

Our committed teams across
the world work with agility
and passion to make the
difference.



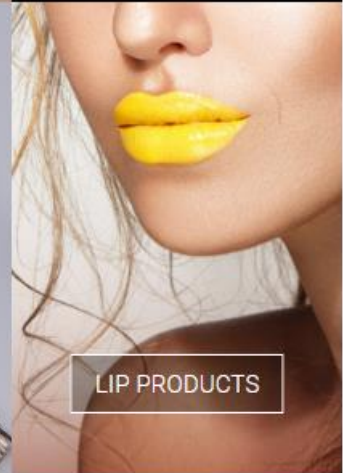
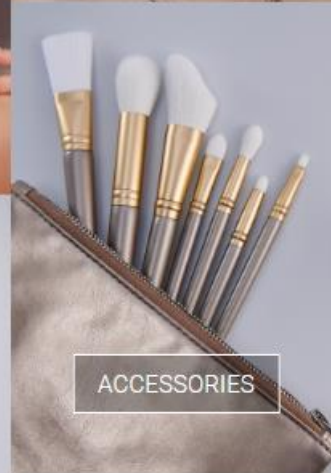
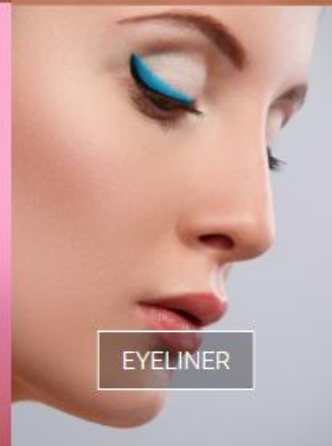
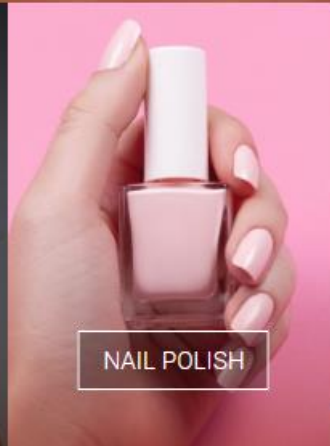
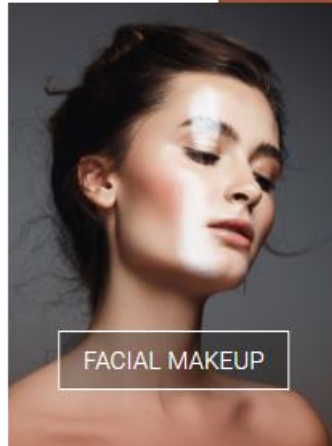
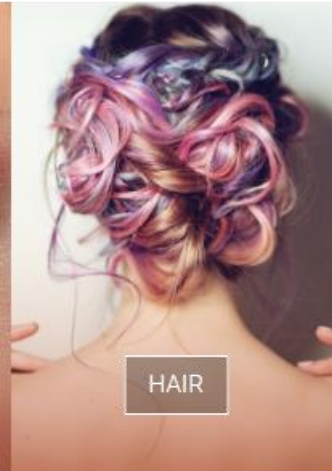
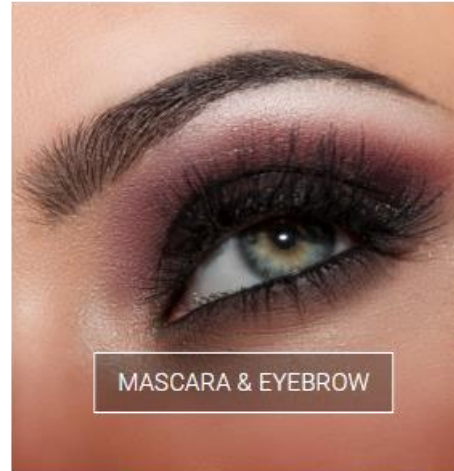
OUR PORTFOLIO

WHAT WE DO?

PACKAGING SOLUTIONS &
APPLICATORS FOR:

FULLY FINISHED PRODUCTS

BEAUTY ACCESSORIES



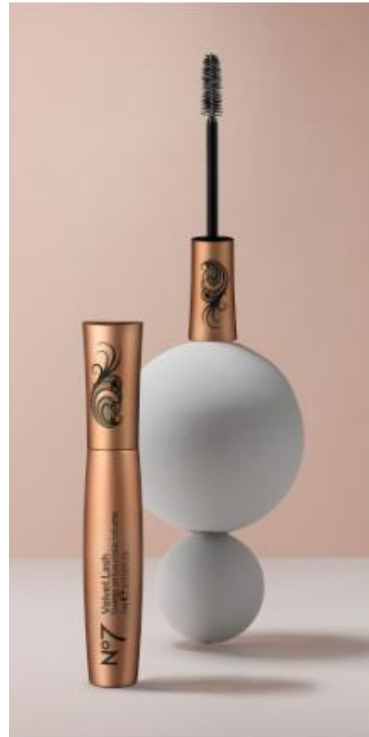
OUR PORTFOLIO

CUSTOMIZED SOLUTIONS

INNOVATIVE APPROACHES FROM
CLASSIC TO EXTRAVAGANT

Our expertise for exclusive, custom
developments with maximum
individuality.

Together with market-leading brands,
we create master pieces which
inspire consumers by aesthetic and
performance.



” We own 600 patents and 4.000 brush designs.

OUR PORTFOLIO

READY TO GO SOLUTIONS

STANDARD SOLUTIONS

We offer a vast stock catalogue with endless combination possibilities for color cosmetic packaging with short development times and no investment required.

Our standard catalogue features hundreds of items.



We offer 10.000 stock packaging solutions.

OUR PORTFOLIO

PERFECT MATCH

PERFECTLY COORDINATED
COLOUR COSMETIC SOLUTIONS
FROM BRIEF TO DELIVERY.

**APPLICATOR
WIPER
PACKAGING
FORMULA**

Speed-to-market, the highest
flexibility with our filling machines in
Europe and North America and fully-
automated processes.

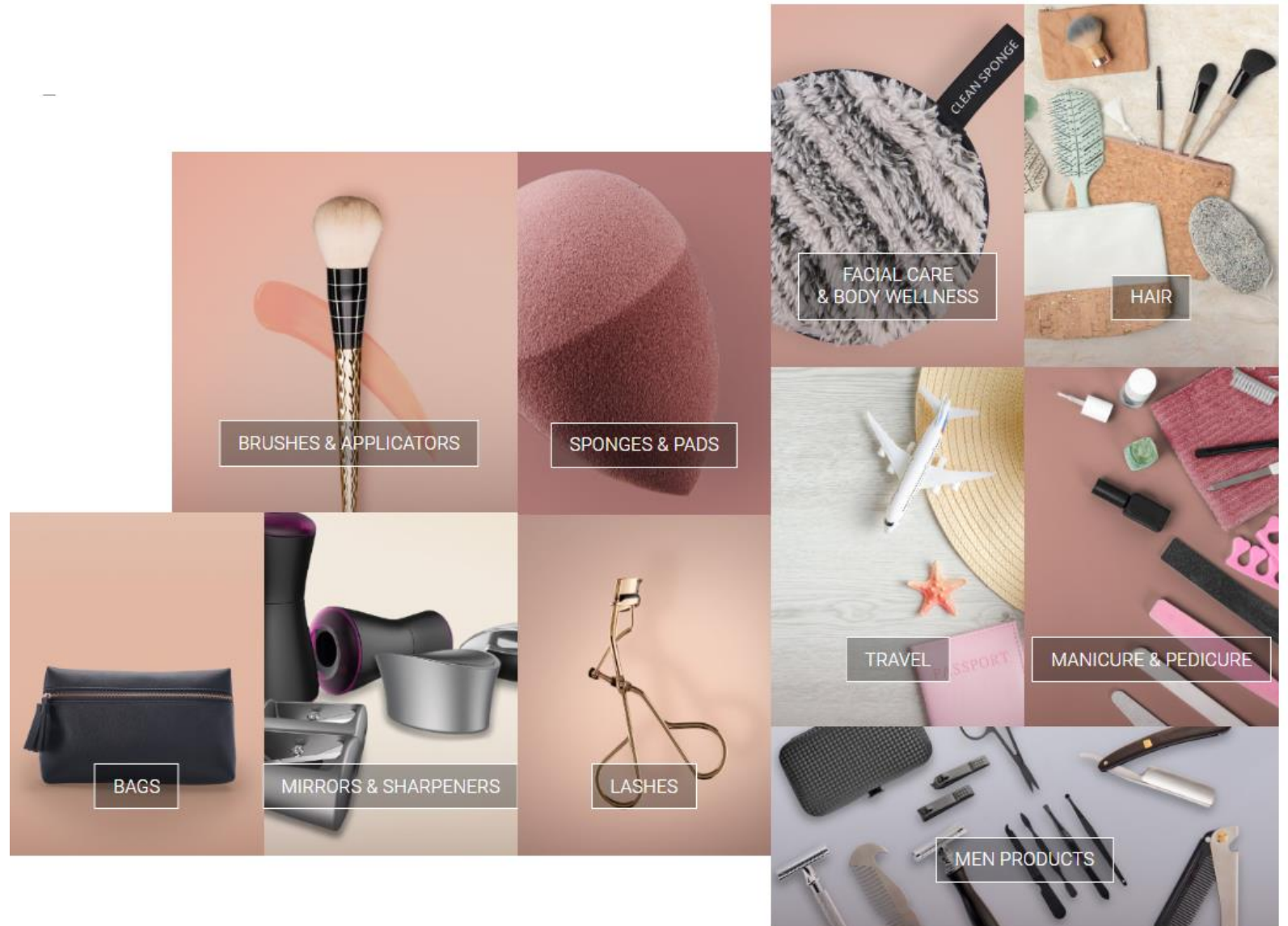


OUR PORTFOLIO

BEAUTY ACCESSORIES

GEKA WORLD OF BEAUTY ACCESSORIES

Explore the colorful GEKA world of beauty accessories: we design, develop and procure high-quality cosmetic accessories for leading brands and retailers around the world.



OUR SATISFIED CUSTOMERS

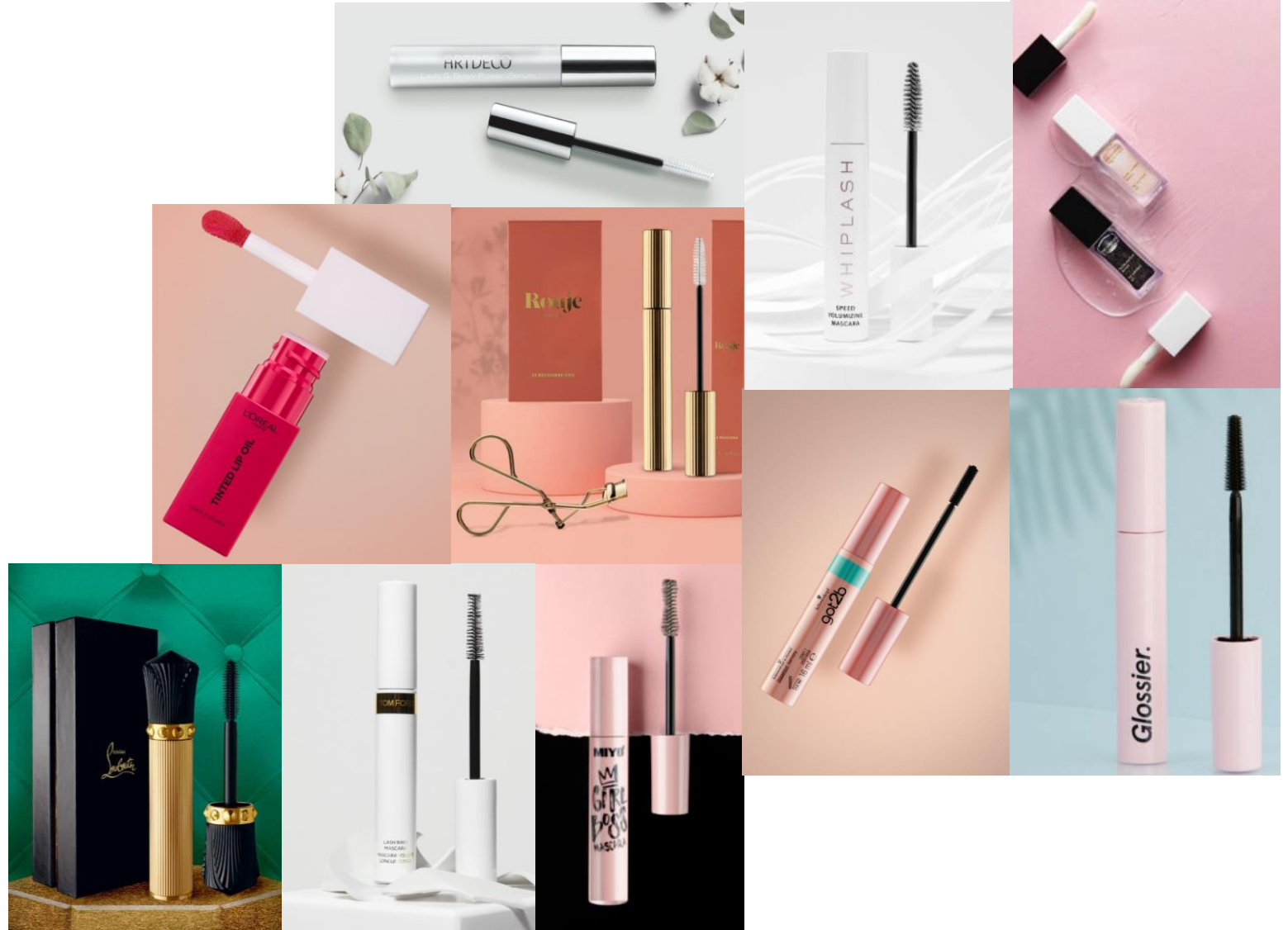
WHO DO WE WORK WITH?

We work with the most iconic names in beauty as well as those launching their first beauty brand.

We are the partner for those looking for turnkey solutions and for those seeking innovation and responsible, honest packaging.

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We serve 180
satisfied customers.



OUR GLOBAL FOOTPRINT

GEKA LOCATIONS

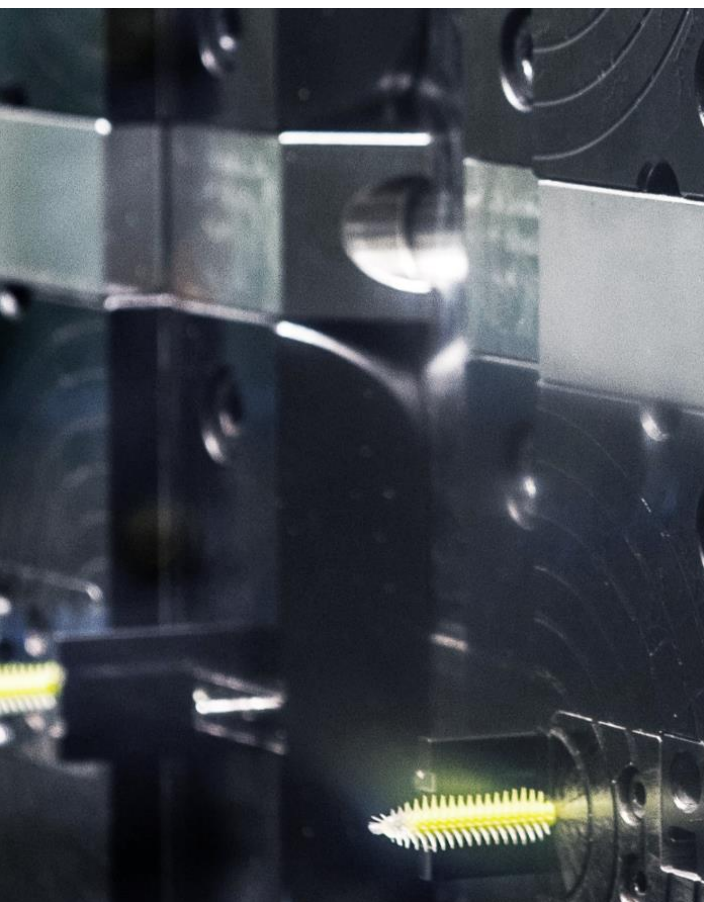
| Manufacturing

| Sales Office



OUR CAPABILITIES
PER REGION

MANUFACTURING EXPERTISE



GERMANY: BECHHOFEN

- | injection molding
- | injection blow molding
- | brush production
- | assembly
- | hot foil decoration
- | silk screen printing
- | pad printing
- | metallization & UV lacquering
- | 3D printing
- | laser decoration
- | Filling
- | Certificates: ISO 9001, ISO 14001, ISO 45001, SA8000

USA: ELGIN

- | injection molding
- | injection blow molding
- | assembly
- | hot foil decoration
- | pad printing
- | Filling
- | Certificates: ISO 9001

CHINA: SHANGHAI

- | injection molding
- | injection blow molding
- | assembly
- | hot foil decoration
- | pad printing

BRASIL: SAO PAULO

- | injection molding
- | injection blow molding
- | assembly
- | hot foil decoration

FACTORY EXTENSION

- | Additional 10,000 square meters
- | Improved sustainability
- | Improved lead-times
- | Improved Quality
- | Opening: November 2020



A STRONG HERITAGE SINCE 1925

Production of first brushes for cosmetic applications,
initial experience in the area of plastic molding.

1960

1980
GEKA focuses on complete packaging and application
systems for liquid color cosmetics

1980 - 1983

1983
Introduction of the Block Building System
for the non-exclusive product line.

New production facility in Elgin, Illinois Chicago.
Opening of a new sales office in Paris.



2008 - 2009

2015
GEKA acquires OEKA Oehlhorn GmbH & Co. KG

2015 - 2016

2016
SULZER acquires GEKA.

Factory expansion in Bechhofen, Germany.
Additional 10,000 square meters.



2020

1925

Foundation of the company by **GE**org **KA**rl sen. in Bechhofen.
Manufacturing of brushes for various applications.



1970 - 1971

GEKA increasingly focuses on plastic molding
and mascara.

Acquisition of the trading division VICTORIA.-
today: GEKA Accessories division

2005 - 2006

Start of manufacturing and supply of molded
mascara brushes (1K, 2K, Moltrusion)



2011

Start of full service activities with an own filling line in
Bechhofen, Germany.

2011 - 2013

2012

3i and funds take majority stake in GEKA.

2013

GEKA strengthens its position in South America by opening a
manufacturing site in Sao Paulo.



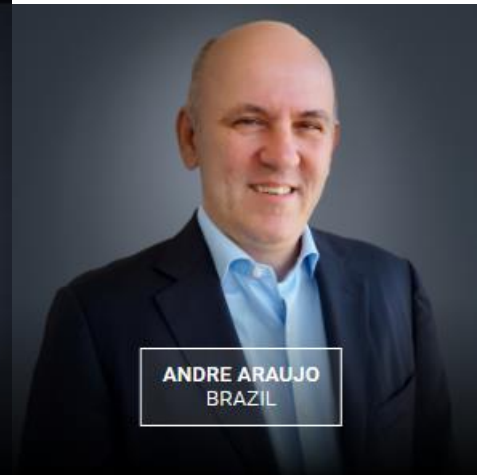
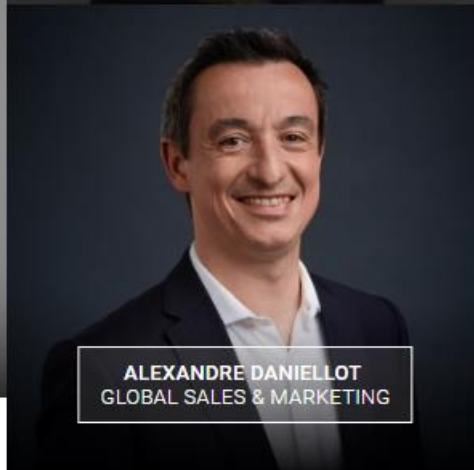
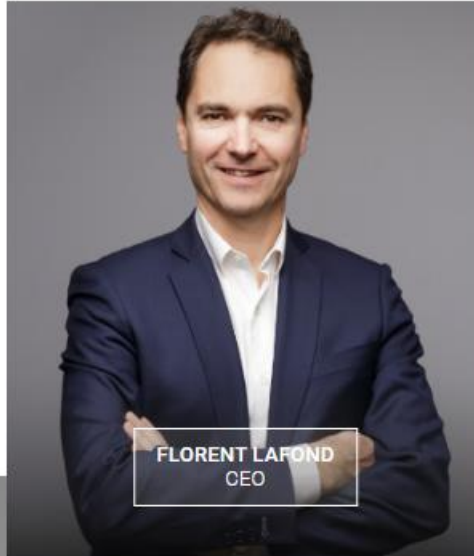
2019

Establishment of beauty manufacturing at Sulzer Mixpac China
& filling service at GEKA Elgin, USA.



THE GEKA EXPERTS

OUR GOVERNANCE



GEKA: A SUSTAINABLE COMPANY

OUR RESPONSIBLE PARTICIPATION

GEKA is active in 3 major areas:

CO₂ EMISSIONS

CORPORATE SOCIAL RESPONSIBILITY

GEKA PRODUCTS

(10 mio mascara in PET-R in 2020)



MAXIME DARIMONT

SUSTAINABILITY MANAGER

Sustainability is a cross-functional axis, driving GEKA's strategy.

Our people are committed to constantly improve GEKA's environmental footprint and overall sustainability, from design to product offer including supply chain and operation. We communicate on measured achievement.

SOCIAL MEDIA



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**GET IN
TOUCH**