

# GEKA UPDATE

**GEKA**

GEKA GmbH  
Waizendorf 3, 91572 Bechhofen  
Germany  
Tel. +49 9822 87 01  
Fax +49 9822 87 119  
[geka-world.com](http://geka-world.com)



**1**

**Product News**

BODY & SOUL  
EUDORA  
NAPOLEON  
BEYU  
ARTDECO  
MISSLYN

**March  
2017**

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





EDITORIAL

# GEKA UPDATE 2017/1



Christian Hauger  
SVP Head Beauty Segment

Welcome to the first edition of the GEKA Update this year! Following a very successful and eventful 2016, we have had a good start to 2017. In all of our regions, we have been able to realize a multitude of product launches and investments in new technologies as well as capacities in our core applications mascara, lip gloss and eyeliner.

After the acquisition of GEKA by the Swiss industrial group Sulzer in the summer of 2016, Amaury de Menthère, the former CEO of GEKA, took over management of the new Sulzer “Applicator Systems” division on January 1, 2017. The Beauty business unit is established within this division, which will continue to operate under the name GEKA. Together with our colleagues from the Mixpac business unit, we are focusing on global growth with “Applicator Systems” as well as on innovations in connection with products and services involving the effective application of substances.

GEKA Healthcare will be completely integrated into the Mixpac business unit. An overview of our joint healthcare activities can be found on page 5. We have compiled more in-depth details on Sulzer as well as detailed descriptions of the specific sectors for you on the following pages.

As SVP Head Beauty Segment known as GEKA, I am looking forward to the future cooperation with the teams within the division and the Sulzer Group as well as all customers and partners. After 5 years with GEKA, with responsibilities in the areas of business and product development as well as operations, and previous 11 years of experience in the beauty, personal and healthcare packaging industry with the Aptar Group and Ing. Erich Pfeiffer GmbH, I would like to share my enthusiasm for color cosmetics: Application systems for mascara, lip gloss and eyeliner are simply unique – not only in regards to the relevance for consumers, but also regarding the dynamics and diversity of the color cosmetics market.

We also emphasize high quality standards. Safety, health and the environment remain the uppermost priority for the entire organization, for which we now have even more funds available for improvement together with Sulzer. While the team focuses on the integration and ensures that the high Sulzer standards are applied, ISO 14001 certification is planned for the end of 2017.

With all these changes, we always keep one thing in mind: your satisfaction. In order to grow long-term and to continue to develop innovative products following the reinforcement of the corporation, we are using the newly-won synergy effects and expand our market-leader position even further with a close-to-the-market operating organization, a very well positioned global operations structure as well as a high-level innovation team. Additional important factors for the growth of our company are the currently ongoing and future investments in numerous machines and systems of the latest technology at our locations worldwide. And I am pleased to be able to introduce to you, for example, our pureSENSATION molded brush on page 15. Manufactured with the patented Moltrusion® process, it is revolutionizing the mascara market and is now available as a standard version.

You can also find, as always, an excerpt of some of the customer reference projects in the current edition of GEKA Update.

In order that we continue to be true to our claims as application specialists and trendsetters, we will keep focusing on the subject of trends as well. In cooperation with renowned agencies, we would like to show you how trends are made into tangible products, and offer you exclusive developments as well as standard packaging solutions. We were able to show you the first examples of these handy sets last year at various trade fairs. And it can get even bigger: How would it be, for example with a ready-for-sale display?

You are also always up to date with our social media channels! Follow our news on Facebook, XING and LinkedIn – and absolutely new: Now on Twitter! Or, visit us in person at our numerous trade fairs around the world.

You see, this year will be colorful as well! We would like to inspire you – and we look forward to a close working relationship with you in 2017!

Sincerely,

Christian Hauger

Editorial	3	Napoleon:	
Sulzer & GEKA Healthcare	4–5	Hide It! Concealer & Gloss It! Lipgloss	11
Trends Spring/Summer 2018	6–7	Beyu: Sensual Lip Oil	12
Trends Fall/Winter 2017/2018	8	Artdeco: Color & Care Mascara	13
Body & Soul: Show your Colors	9	Misslyn: Pretty Big Volume Mascara	14
Eudora: Alongamento Perfeito Mascara & Volume Maximo Mascara	10	pureSENSATION Brush, Social Media and Trade Fair Events	15



# SULZER & GEKA

*In addition to the editorial I would like to take the opportunity to show you what else has been going on at GEKA – once again, quite a lot has happened!*

As you surely know, the Swiss industrial concern Sulzer purchased GEKA in summer of 2016. Sulzer AG was founded in 1834 and is a global industrial group with headquarters in Winterthur and with over 14,000 employees. The company has established a leading market position in its key markets: oil, gas, energy, and water. And the three preexisting divisions are also leaders in selected industries: Pumps Equipment as a pump manufacturer with 20 production locations worldwide, Rotating Equipment Services as an independent service provider for rotary machines for all brands – and Chemtech as a provider for process technology and separation towers.

An additional core competency is the controlled deposition and application of liquids on small surfaces – which fits together perfectly with GEKA's product range. In the course of the merger process, the fourth division "Applicator Systems" was thus founded. GEKA now forms part of this division, together with the brands Mixpac for the adhesive, dental, and health segments and Cox with its extensive dispenser portfolio. For the beauty segment, we at GEKA offer integrated, innovative, and precise application systems for liquid make-up products and a wide range of cosmetic accessories.

As division president of "Sulzer Applicator Systems", I am happy to keep expanding it, realizing innovative products and tapping new markets with the entire team. In doing so, we are using the synergy effects we have achieved and our improved operational excellence organization, among other things.

In order to keep strengthening our competitive position, we recently invested in state-of-the-art facilities at our location in Bechhofen and in the rapidly growing lip gloss segment. The newest technologies were used for

thick-walled, transparent, and mostly rectangular bottles that are in great demand: from the injection blow molding of the form to decoration with foil stamping to the assembly of the wiper, all production processes are integrated into one line – and ready-to-ship units are made from raw materials every second. Additionally, we invested in integrated production lines featuring highly flexible state-of-the-art technologies for decoration. This makes it possible to produce a wide range of decorations and forms that can be round, conical, square, and multi-colored.

To do justice to the specific demands of the markets and customers as well as the growth in both North and South America, we have also invested in these regions. Among other things, we established local development teams that design new packaging with customers. The range of standard packaging (BBS) and decoration options that are produced on site and available immediately was also expanded. A regional BBS portfolio is also planned for our location in Elgin, USA. The location in Brazil has proven to be another success story. Since its opening in 2015 on the outskirts of São Paulo, our production site has continually grown thanks to numerous customer orders in the South American area.

I am looking forward to further successful milestones in the future – together with you.

Sincerely,

Amaury de Menthère



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



Sulzer Mixpac and GEKA Healthcare at the Pharmapack 2017 in Paris.

## HEALTHCARE

The GEKA Healthcare brand will be completely integrated into the Healthcare division of Sulzer Applicator Systems in the coming months. Together, we will be able to focus even more closely on developing innovative solutions for precise applicator systems.

There was already an initial foretaste of the merger at Pharmapack in Paris: GEKA Healthcare did still have its own stand, but it already had the Sulzer look and matched the Sulzer Mixpac stand. The website will also be updated in future, and our Healthcare brochure already gives you an overview of our joint activities and products.

In October last year, at CPHI in Barcelona, we also presented the Stylo Bristle, which was developed by Neopac and contains a GEKA micro bristle applicator. It is the third applicator product from the Stylo Line – following the Liner and Pipette, which are already familiar from the last Update. With the Stylo Bristle, liquid and semi-solid skincare products can be applied easily, precisely, intuitively and totally hygienically: From lotions and acne creams to disinfectants for piercings as well as oral and dental care products. And with its micro-bristle applicator, the Stylo Bristle gently strokes the skin.

NEOPAC  
THE TUBE



MIXPAC BarrelDose Spray.



Micro bristle applicator with dip-in packaging.



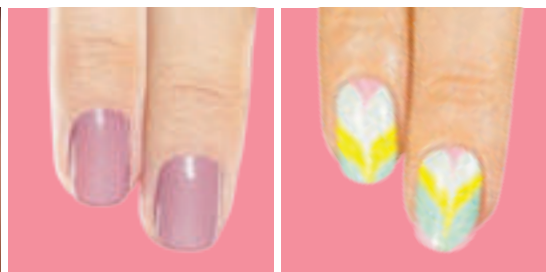
The Healthcare brochure gives you an overview of our products.



Stylo Bristle – the third applicator product from the Stylo Line.







## Sweet Candy

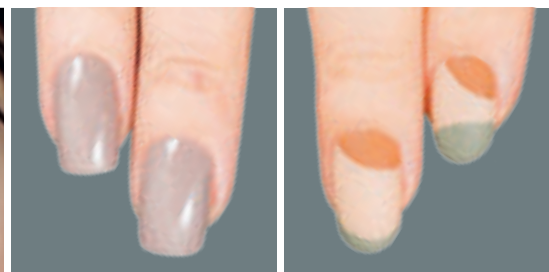
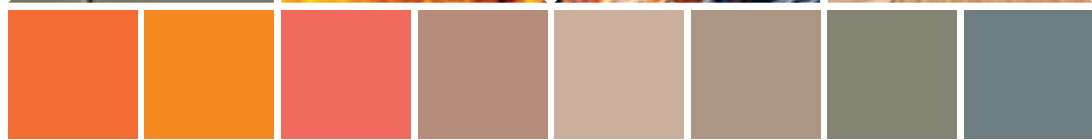
More is more: Wild exaggerations and cute elements characterizes the playful "manga-meets-reality" look, whose many fans go for a fun, upbeat mood. Vivid pastel shades, shimmering textures and transparent glittery plastics are as tempting as sweets, making the trend of delicate pink, fresh yellow and nifty purple tones a really tasty treat. Totally "sweeeet"!

### LOOKS

No limits! Eyelids are shaded with powdery matt pastels, up to the eye-brows, shaped with gel. The upper lashes are covered in black. And the cheeks redden in an exaggerated blush with creamy textures in egg-yolk shade or pink. Richly saturated lip colors of orange, yellow and violet-pink play with structural contrasts: matt for the upper lip, glossy for the lower – to create a pouty look in combination.

### PACKAGING AND DECORATION

Rules are out, creativity is in! Sweet and girlish tones lend the objects a colorful humour, garnished with a pinch of pop culture. Inspired by shiny toys and yummy sweets, surfaces shimmer like jelly structures or a matte mousse combined with haptic structures and flowing color and marble effects. Cartoon-inspired lettering looks hand-written or comes in a 3D effect.



## Antonym Identity

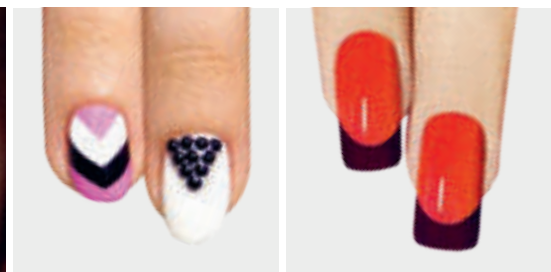
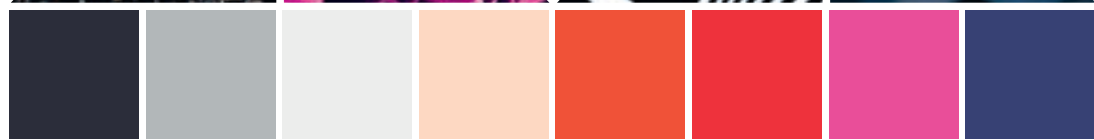
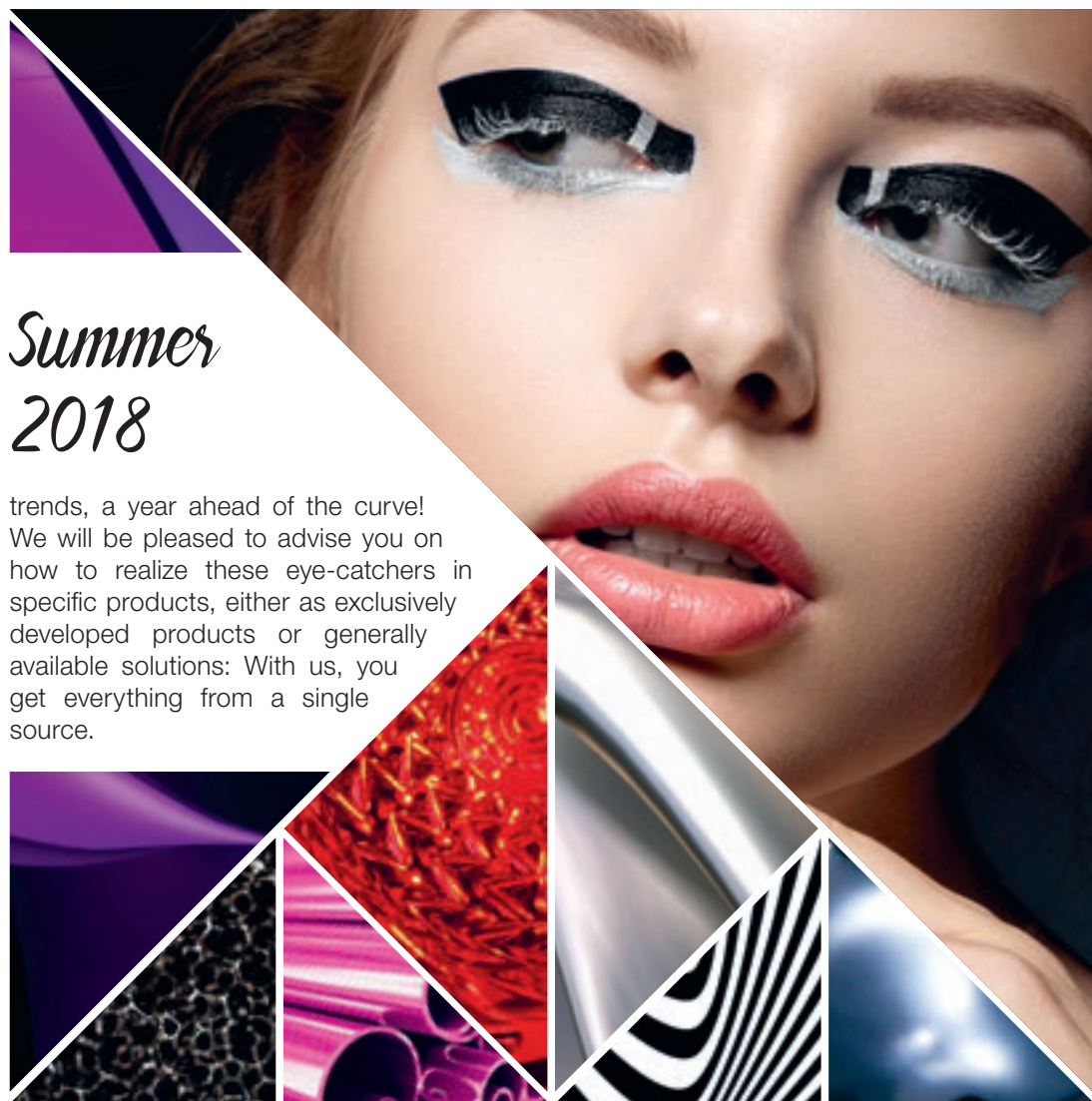
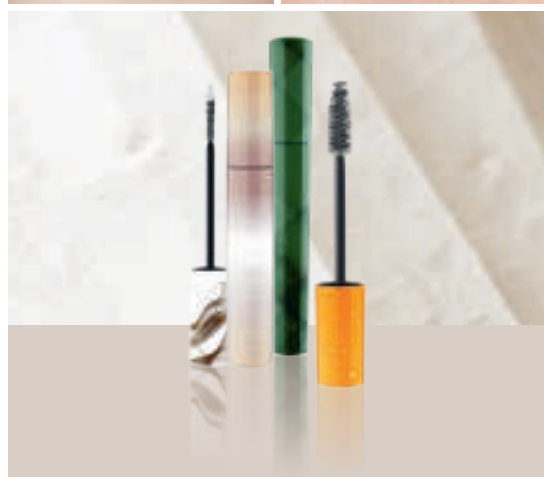
Unnecessary opulence has been stripped away; only the essentials remain. This look combines a free life-style with simple yet high-quality elements of functional luxury. The masculine and feminine are blended in an androgynous aesthetic that dissolves in an urban simplicity of dramatic clarity. Completed by khaki as the center, and with orange and soft brown balancing the realms of nature and humanity.

### LOOKS

Beauty melts social boundaries. Eyelids shine in creamy khaki, smoky grey and light orange. A minimalistic black mascara highlights the upper lashes, with thick, natural brows in a slight gloss. A creamy nude tint is dabbed on the lips, primed with foundation, for a waxy lustre, or a juicy apricot, tapering to the outside of the lips. Cheekbones are contoured with a striking matt orange-yellow.

### PACKAGING AND DECORATION

Simple materials and natural fibres provide for compellingly efficient minimalist forms and an unparalleled practicality. Subtle, brushed textures, colors and finishes lend the packaging its identity. Water drops and vapour effects, embossed and corrugated surfaces, tactile lines and tonal patterns as decorative detail create an uncluttered aesthetic that becomes high-end design.



## Ambition for Excellence

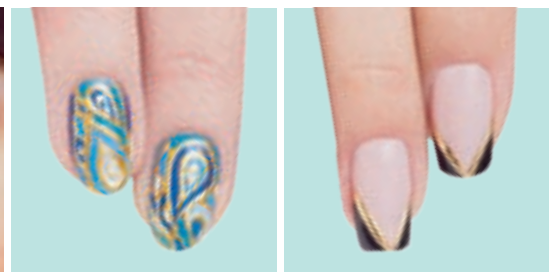
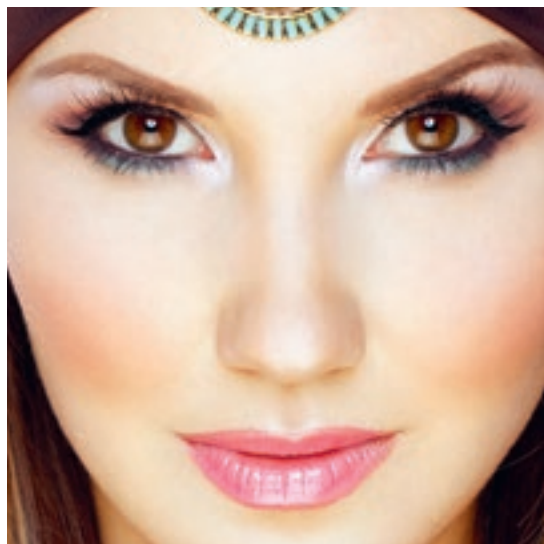
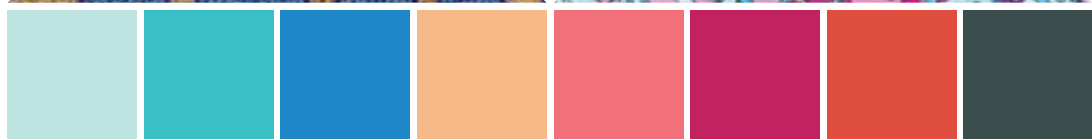
The power of woman unleashed in absolute perfection, with futuristic elements. The focus is on couture tones of the crazy 1980s, as classic black and grey are combined with silky shades of fuchsia, orange and deep purple. Peach and white bring about a dynamic contrast. Bold geometric shapes and textures of chrome and latex create sharp silhouettes and ultimate brilliance. Unmatched style!

### LOOKS

A gaze with high gloss: Silver-metallic eye shadow is angularly applied, an ultra-clear gloss on the eyelid provides mono-color covering. Eyeliner and mascara are intense black. The eye-brows are defined in gloss. Vamp-like, ultra-precise lips in a bold high-gloss red, hot pink or chrome effect, unleash a futuristic look.

### PACKAGING AND DECORATION

Precise contours, stringent lines and sharp angles produce exact forms as part of a powerful design aesthetic. Ultra-shiny metals, chrome surfaces, frosted acrylic glass, oil effects and quilted leather pattern make for an elegant luxury look. Monochrome lettering and contrasting geometric elements create a strong graphic or even a 3D effect.



## Orientale

Global glamour without limits! Hipster aesthetic meets the Bohemian, ancient meets modern. A melange of Persian elements and shabby-chic design is an homage to female icons of the Orient. Intense blue and turquoise tones, velvety red and earthy terracotta add warmth. Contrasting textures with ornaments and astrological symbols are reinterpreted for a dreamy decorative effect.

### LOOKS

A silky light bronze complexion is contrasting dramatically with rich black and blue. The focal point: mesmerizing cat eyes. Shaded with smoky powder and dark green on the outer corner, accentuated by graphic eye liner or a blue shaded waterline. Voluminous mascara on the upper lashes makes them noticeably stick together, framed by sharply defined brows. Velvety lips in matte terracotta with a light touch of creamy peach complete this high-impact look.

### PACKAGING AND DECORATION

Picturesque prints and artfully engraved metalworks unite traditional Persian motifs with patterns like paisley and mosaic. Surface structures have a fascinating antique look with detailed reliefs, geometric tiles and linear grids. Abstract calligraphy and ornamental flourishes are combined to create complex decorative lettering.





# TRENDS FOR FALL/WINTER 2017/2018

We are always up to date for you – not least thanks to cooperations with renowned market and trend research agencies! On the preceding pages, you already had a chance to marvel at the brand-new trends for spring/summer 2018 and, in the last issue, the trends for the fall/winter 2017/2018 season. We showed you how we transformed them into specific products at Luxepack in Monaco in 2016 with the “Blaze of Glory” collection: a dazzling mix of aristocratic gala and hypnotic nightclub atmosphere. Elegant style meets breathtaking make-up looks for special occasions.

The first product of the set: the new curved mascara brush curlQUEEN for ultimate swing and optimal lash volume. Clumps don't stand a chance against the EOS 2K fiber and the patented SEPA cut with wedge-shaped fiber tips! A real eye catcher is the voluminous packaging with a sleeve shimmering in different metallic colors.

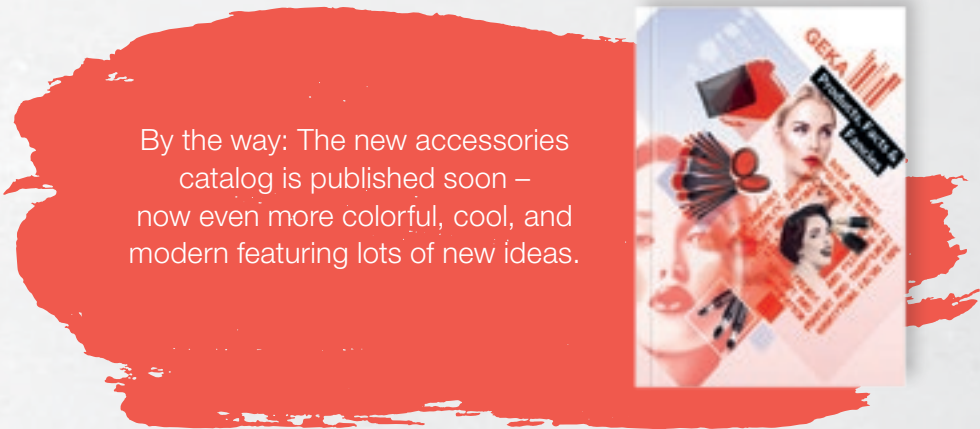
The highlight of the collection is the softSECRET brush, the new star in our brush portfolio with patented sandwich technology. Its harder core lifts and separates lashes precisely while the fine bristles reach the finest lashes. Extra-thick, staggered bristles and zig-zag bristles also gently push lashes upwards. Also dazzlingly beautiful is the packaging with a subdued metallic look.

Trendy and innovative: Our lip gloss applicator beautySTYLIST conjures up both thin and thick lines thanks to its special design. The 1K spatula is hidden in our new square packaging amazingRUBY, featuring high-quality, thick walls

and a click-close locking system. Sophisticated is also the 2K wiper made of two materials: The harder material makes it easy to assemble whereas the soft wiper lip adjusts to the form of the applicator for excellent make-up results.

Small but powerful: Our new eyeliner precisionLINER features 19 delicate micro-bristles that don't splay out! Longer bristles in the middle and shorter ones at the edge conjure up an extra-precise eyelid line. It's never been this easy, and it feels great. The packaging with a trendy cap shimmers temptingly in rosé gold.

Cool nail stickers and rhinestones add the perfect touch to every trend setter look! Everything is packaged conveniently in a trendy rosé gold pouch. Completely new is the stylish, matching display we developed together with our accessories division to highlight our collection as an absolute must-have! We are also happy to help you find ideas, designs, and realize displays that are ready for sale. How about a display including a cosmetics pouch, mascara, lip gloss and more, for instance? Just contact us – we are looking forward to hearing from you!



# BODY & SOUL

## SHOW YOUR COLORS

The perfect look for every season – and an extra good mood just in time for carnival season! With the brightly colored display of the limited edition “Show your Colors” from the Body & Soul brand.

They are small, colorful and highly sought-after among all trendsetters: the versatile, egg-shaped make-up sponges that not only provide color at carnival time, but are also everyday essentials! The full-service display of our Accessories department also celebrates color – and sparks a desire for a fantasy masquerade right at the POS. With four handy beauty blenders that adapt perfectly to any skin texture, thanks to their high-quality rubber mix. Both stylish teardrop-shaped mini make-up sponges, in rosé and turquoise, ensure flawless application; and also the pink make-up blender with a traditional tapered shape is perfectly suited to the application of make-up. Two further blenders sit particularly well in the hand, thanks to their unique waistline shape: The rosé one spreads and blends make-up over large areas. With its additional, slanted surface the turquoise one is also ideally suited to the contouring trend.

Three cheers for the complete ready-for-sale display, including graphics and cosmetics accessories – here, multicolored will become your absolute favorite!





# EUDORA

## ALONGAMENTO PERFEITO MASCARA & VOLUME MAXIMO MASCARA

Gold embodies breathtaking glamour – as proven by the two mascaras “Alongamento Perfeito” and “Volume Maximo” from the Brazilian brand Eudora: Encased in a luxurious design, they make each blink of all South American beauties radiant.

The super elegant metallic look of the mascara bottles ensures a dazzling look: one is in traditional gold metallic, the other in trendy soft rosé gold. Both are beautifully finished off with a 2-color silkscreen print. Crowned by a slanted cap with a sleek, black varnish and adorned with the logo using pad printing.

Also the two molded brushes perform true glamour: The slightly curved Alongamento Perfeito masterfully lengthens the lashes with fabulous curl, with just one stroke. It lifts every single lash from root to tip, delicately separating them.

The Volume Maximo creates impressive volume: The horizontal and vertical bristle configuration of the patented brush applies the mascara with ease but high precision. The bristles on the top give the lashes an extra boost – shining the spotlight on even the smallest lashes.

The combination of packaging, applicators and mascara formulas creates a grand finale: All components are perfectly coordinated with one another and developed as Fully Finished Products from GEKA.



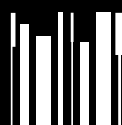
# Napoleon

## HIDE IT! & GLOSS IT!

Two little products that do a lot! The Hide It! concealer and The Gloss It! lip gloss call on all beauties to start their day right.

The rousing message is displayed in a bold design on the little transparent bottles with black caps: on one, a smiley face and, on the other, a kiss, both in black pad printing. The lipDEFINER included won't just become the new best friend of anyone who uses it; it has also been designed by Hollywood make-up artist and two-time Oscar award winner Michele Burke, who got inspiration for the shape from her own little finger. The 1K spatula with super-soft flock therefore becomes a real power tool thanks to its ergonomic shape: for smooth, even application, whether using the lip gloss or the concealer.

Hide It! hides dark circles round the eyes and skin blemishes in no time, ensuring a smooth, matt finish thanks to the oil-free formula. Gloss It! gives the lips a fuller look and makes them beautifully silky with a double-glam effect.





# BEYU

## SENSUAL LIP OIL

As sensual as love itself and as delicate as a butterfly's wing. Fairytales come true with Beyu Sensual Lip Oil: with fabulously gentle and at the same time precise application for glossy, tender lips.

The design is picturesquely imaginative: The marble-look cap in trendy colors conjures up a unique and wonderful effect. Equally fabulous is also the bottle with its extra-thick bottom and pure white silk screen print.

Manufactured with dedication, the flexiKISS 2K applicator boasts with an especially soft flock. A firm core ensures easy and precise application of the nurturing oil, while the softer exterior gently caresses the lips. The sensation: magnificently pleasant. The result: incredibly supple lips with a sheer glow. To make any beauty the fairest of them all!



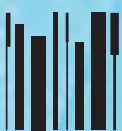
# ARTDECO

## COLOR & CARE MASCARA

Color & Care Mascara leaves eyelashes looking wonderfully long while offering them intensive care. Even its design has the look of a real lady: classically elegant with subtle perfection.

The mascara bottle shows off its feudal side and is stylishly dressed: cloaked in a pastel-green metallic gloss master batch. This refined, decorative effect is created using a special color granulate, without an additional metallization step. The cap also shows its etiquette: in a fine, silvery metal.

The applicator is equally ladylike. The narrow, comb-like brush delicately wraps every single hair with nurturing, deep-black mascara from root to tip and ensures extremely fine separation. The configuration of its bristles provides splendid extension and a graceful sweep; eyelashes appear fanned out and voluminous. The result is truly exquisite application for a cool, aristocratic look. Within the bottle, the soft wiper unfolds its full potential and wipes off the brush in an elegant manner. Classy!





# misslyn

## PRETTY BIG VOLUME MASCARA

**BANG!** Pretty Big Volume Mascara creates a real firework display of volume! Creates fantastic length and wonderful thickness. Exclusively explosive!

The voluminous packaging has the look of a powerful rocket: The cap and bottle are as black as night, causing the lilac silk screen-printed lettering to literally glow.

A real firecracker is the extra large brush made of strong EOS fibers. Eyelashes achieve their perfect volume with a single application! The large wire diameter creates an open surface of the brush. And the patented HYPNO cut with a mixture of longer and shorter bristles delivers additional refinement: The grooves can hold even more bulk, which is then evenly transferred to the eyelashes. Ultra-black pigments give the lashes even more intensity and volume – without sticking together. Makes every beauty ignite with inspiration – and burn for a radiant look.



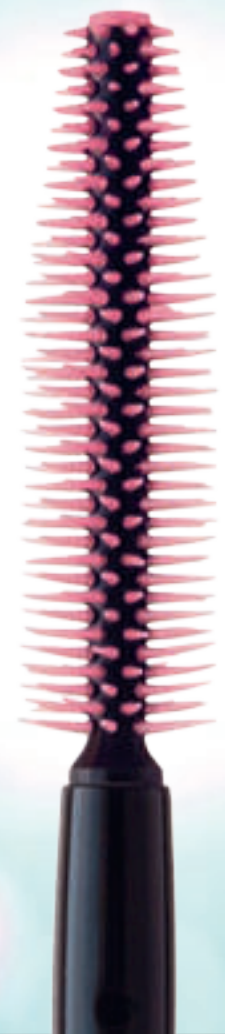
# pureSENSATION

## A REVOLUTION THAT IS SETTING BENCHMARKS

Intelligent high-tech meets ultra-precision: With its patented Moltrusion® technology, the pureSENSATION 2K brush has dramatically revolutionized the cosmetics industry! Extremely flexible and soft bristles create extraordinary volume, astounding length and give the lashes sensational curl.

The first step in the Moltrusion® technique involves the molding of a resilient, hollow central core with a hard material. The softer material is then injected afterwards, under high pressure, from the inside out. The result: filigree, firmly anchored bristles that guarantee a stunning look! And an innovative feature that solves a typical problem encountered with molded brushes: Often, they are too hard, resulting in pricking, and leaving the lashes with little volume. Or they are too soft, with the result that the lashes clump together instead of being separated.

Also aiding in separating the lashes with extreme precision – from root to tip – are the conical bristles. The brush itself is also conical: It enables precise application, even to the fine hairs in the corners of the eyes and to the lower lashes. And for a superbly eye-catching look at the POS, a variety of colors can also be used for the central stem and the bristles. A spectacular brush, which is now also available in a standard version: pureSENSATION.



## SOCIAL MEDIA & TRADE FAIR EVENTS

### Visit GEKA at

Cosmopack Bologna	16. - 19.03.2017
MakeUp in Paris	22. - 23.06.2017
MakeUp in New York	19. - 20.09.2017
Luxepack Monaco	02. - 04.10.2017
MakeUp in São Paulo	December 2017

With our innovations, you're far ahead – and you're also always up to date with our social media channels! Stay in the loop, with exciting news and events involving the colorful world of GEKA! Follow us on LinkedIn, XING, and Facebook – and now also on Twitter! You'll find the latest information on new products, special events, and careers. Or meet us live on-site at one of our many trade fair presences: We look forward to meeting you!

