

GEKA UPDATE



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DIGITALIZATION
ONLINE PRODUCT
CONFIGURATOR

STATE OF THE ART
GEKA MEASUREMENT
TECHNOLOGY

BEAUTY INSIDER
TRENDS SPRING/
SUMMER 2020

#TEAMTALK
INTERVIEWS & EVENTS

1

March
2019





GEKA

Editorial

CONTENTS 01/2019

EDITORIAL	3	PORTFOLIO	
DIGITALIZATION		L'Oréal Products	4
Online Product Configurator	5	Whiplash Speed Volumizing Mascara	9
NEWS		Artdeco Ultra Deep Black Mascara	14
GEKA Locations	6	BeYu Fabulashes Mascara	15
US Filling	7	Miyo Girl Boss Mascara	16
Measurement Technology	8	Body & Soul Stay Classy Display	17
TRENDS		#TEAMTALK	18-19
Spring/Summer 2020	10-11		
CLEOS CORNER	12-13		

Welcome to the first edition of GEKA Update for 2019! Before we delve into the news, let's take a brief look back at 2018. We have expanded our sales team at our U.S. locations and are now focusing our efforts in the American market in the areas of prestige and indie brands. At our factory in São Paulo, we have further expanded both our production capacity and our sales team. And thanks to the new bottle assembly line, we can now offer our customers there even more flexibility. In Germany, we are continuing to work towards digitalizing our internal processes and have launched the HYDRA pilot project.

This update also brings more news from the world of GEKA! Shanghai factory: the expansion of our injection molding and mold development technology capacities as well as assembly optimization – now with a local GEKA team. From August 2019: GEKA expertise in the area of Color Cosmetics. Elgin: from the third quarter of 2019, we will become a full-service partner for mascara and a local point of contact along the entire production chain. On July 1, 2019, a cutting-edge bottling plant will open and new decoration machines will become available. Targeted investments in the German factories Bechhofen and Bamberg: where we are continually developing new technologies, particularly for decoration and silk-screen printing, but also for injection blow molding and applicator feed automation.

As you can see: we are driving digitalization forward. For example, with the development of future-oriented solutions that are optimally aligned to market requirements. Or with the introduction of smart processes such as the online product configurator, which meets customer requirements with efficiency.

Want to know more? Stay fully informed with our social media channels: follow our news on Facebook, XING, LinkedIn, Instagram and YouTube! Or visit us in person at our numerous trade fairs around the world.

We look forward to seeing you – and working closely with you in 2019!

L'ORÉAL

Tinted Lip Oil
 Infallible Plexigloss Chocolat
 Unlimited Mascara
 Amaze Isabel Marant



The four fantastic make-up essentials from L'Oréal endow urban beauties with limitless superpowers – and mesmerize at first glance with their stylish look.

The magical ensemble presents itself as classic-elegant or vibrant-cool with subtle sophistication. White hot-foil printing combined with a luxurious matte varnish refines AMAZE from Isabel Marant – an absolute eye catcher thanks to its stylized bottle design. The Infallible Plexigloss Chocolat liquid lipstick is alluring in irresistible chocolate tones and instantly seduces with bronze hot-foil printing on a cool frosted varnish. Unabashedly proud is the Unlimited Mascara with silver silk-screen printing on a black bottle. All its power is concentrated in its extraordinary packaging – perfectly shaped as a chic vial, as sure of victory as a trophy. The bendable shaft

of the mascara brush opens up new possibilities in mascara application and elevates performance to a new level. A must-have for superheroes: the vibrant Tinted Lip Oils quartet. With four fruity tones and almost boundless appeal: hot cherry red, soft peach, pompom pink, and vivid rosé – typographically cool with black hot-foil printing to set the scene. Designed by Hollywood make-up artist Michele Burke, the applicator is ergonomically shaped like her little finger – making it perfect for contouring the lips. For a streak-free, even application with a gentle feel. Superhumanly good.

Online Product Configurator

Virtual Packaging Development
 Par Excellence: Your Personal
 Online Product Configurator

It's finally here! GEKA's Online Product Configurator goes "live" just in time for Cosmopack in Bologna, Italy. In a few minutes: you are able to easily create a mascara product that is tailored to your brand and meets your requirements when it comes to aesthetics, functionality, and make-up performance.

Use the integrated search engine to select your favorite bottles, caps, and brushes from our standard mascara portfolio. Then dress up the product by adding your logo and design as well as colors, decorative effects, and artwork for an individual look that will make your beauty brand stand out on the market. The result: a true-to-life reproduction which exceeds standards and which can be viewed immediately via the app or augmented reality. And best of all: The design can be shared in no time with your colleagues and GEKA online. With this intuitive digital tool, you can greatly speed up the amount of time it takes from the start of development to launch – and enjoy maximum agility.

The Online Product Configurator also presents GEKA's complete, modular range of standard mascara components with limitless possibilities for combining bottles, caps, and brushes. The benefit: thanks to the large selection of packaging designs and pre-existing tools, there is no need for lengthy development times or costly investments in tools – this is a ready-to-go digital tool! New functions for additional application zones will follow soon. Visit our GEKA website (www.geka-world.com) today and discover our mascara portfolio. Test the brand-new tool and create your newest bestselling product. The beauty business goes digital!



GEKA News Room

2018 in Review: GEKA Locations worldwide

We are strengthening our presence and expertise at our locations in the U.S. and focusing on prestige and indie brands in the American market. This is why our sales team in **NYC** has expanded to include Sacha Cousseau. Due to his extensive expertise in the areas of quality management and product design we now have an expert in these fields based locally in **New York**. Together with our sales office in **L.A.**, we now have a five-member sales team in the U.S. – which allows us to provide excellent on-site customer support.

In early 2018, GEKA **Elgin** also initiated a training program in cooperation with the German-American Chamber of Commerce in **Elgin**, Illinois. This three-year program, which concludes with an associate's degree in technology, will see our two trainees divide their time between school and the factory. Once they successfully pass the German certification exams and finish the program, our trainees will be qualified to work as technicians in Germany. The goal is to increase the number of graduates by two to three trainees each year – as qualified junior talent to replace those retiring and meet growing market demand for excellently trained specialists.

SPEED TO MARKET AT ITS BEST

Huánying guānglín – welcome to **Shanghai**! Built in 1991 by Sulzer, our 6,700 m² production facilities in the metropolis of millions continues to grow. With almost 180 employees, the facility's growth is reflected by the expansion of its injection molding, mold development technology and assembly optimization capabilities. Available on site: GEKA's unique expertise in injection molding, print decoration, manufacturing and product development for the field of Color Cosmetics – with the latest laboratory equipment and a Class 9 clean room in order to fully meet stringent quality requirements when it comes to aesthetically and functionally sophisticated surface decoration. Competently led by local teams for beauty and technology as well as project management and sales: you, as a customer, benefit from this new strategy in several ways. Your requests can be recorded, processed and produced directly on site by the local GEKA team or they can be sent to Germany. Production is efficiently distributed across both locations: IBM and brush manufacturing at the headquarters in **Bechhofen**, Germany; injection, decoration and assembly in **Shanghai**, China. In the medium term, the plan is to move the entire supply chain to China – in order to further reduce complex processes and significantly reduce lead times and costs. Because proximity to our customers is essential to us.

U.S. FILLING

LATEST INVESTMENTS FOR MAXIMUM PERFORMANCE

Welcome to **Elgin**! GEKA's Fully Finished business has seen such high demand that it has become a real advantage that our customers have only one point of contact when a product is launched – throughout the entire production chain. GEKA can develop, produce, decorate and fill the cosmetic units – everything at one location. Beginning the third quarter of 2019, we will be offering this service to our American customers on site in **Elgin**, Illinois – thus eliminating long transportation times from Germany. Speed to market – a must in the dynamic cosmetic industry.

On July 1, 2019, the cutting-edge bottling plant will open – with a clean room, temperature and humidity controls, and a laboratory for product testing. As with the automation at our site in **Bechhofen**, we rely on the same testing procedures – and on local partners for first-class formulations. The advantage for our customers: a faster market launch through the optimized performance of applicators and standard tools. GEKA **Elgin** will, thus, soon have full-service production in the areas of production and decoration, including bottling.

Another highlight: Starting in September, hot-foil printing machines will be used to decorate complex, square bottles for lip gloss. The machine system has an inline image processing system which can fully check the print quality of the product. Two brand-new BBS standard packaging types will also be available from 2019 – a mini mascara and a travel-size lip gloss.

2019: EXPANDING FOR THE FUTURE

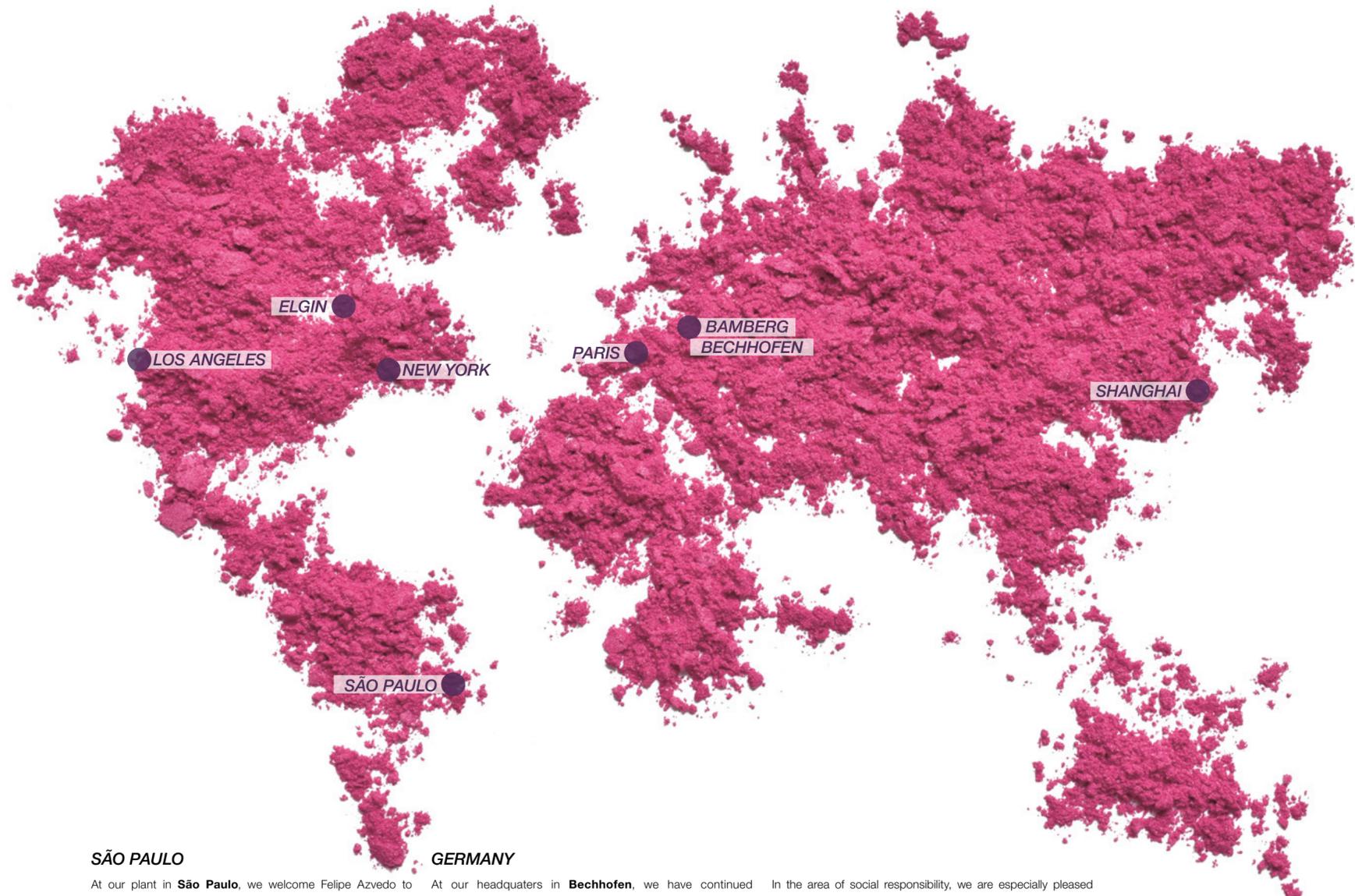
In order to offer our customers even more services and a stronger competitive position, GEKA plans to make targeted investments to its German plants in **Bechhofen** and **Bamberg**. Firstly, in the further development of new injection blow molding technologies in order to optimize existing equipment. And, secondly, in the field of automation and applicator feeds to increase the flexibility of our assemblies. Particularly in the areas of decoration and silk-screen printing technology – our most challenging investment.

SULZER CERTIFICATES

- ISO 9001 Quality management system
- ISO 14001 Environment management system
- OHSAS 18001 Occupational health management system

GEKA ACCESSORIES

– that is trendsetting in every detail. A briefing and the size of the sales shelf – that's all we need to develop complete product lines and point-of-sale displays for you. We get our know-how from regular market and trend research as well as from the marketing service for design. This keeps us a step ahead at all times. Decoration, colors, materials, and your logo give your products a trend-driven, eye-catching edge perfectly tailored to your brand – resulting in unmistakable product ranges that stand out from the competition. What we focus on: the conceptualization of unique products that attract attention. Efficient production, reliability, and supplier reliability are our highest priorities – ensuring that your product is available in time for the launch. In order to further strengthen our proximity to our customers, the Accessories Team was further expanded and competently supported with the specialist know-how in sales – provided by Kristina Ruppel and Jennifer Schmitz in the product management. Sustainability when it comes to the product sector has also been moving steadily into our focus – and will continue to be driven consistently and responsibly by GEKA this coming year.



SÃO PAULO

At our plant in **São Paulo**, we welcome Felipe Azvedo to the local Sales Team – with whom we have strengthened our sales excellence in Brazil. We have also further expanded the production capacities and can now offer our customers even more flexibility on site thanks to a new bottle assembly line. Bottles are produced on just one production line, decorated with two-color hot-foil printing, and then mounted with wipers.

GERMANY

At our headquarters in **Bechhofen**, we have continued to work towards digitalizing our internal processes and, to this end, have introduced a pilot project called HYDRA – a Manufacturing Execution System (MES). The modular system increases efficiency for paperless workflows, provides detailed information on downtime, and ensures easy performance tracking for team leaders. This increases our ability to react in production and strengthens our competitiveness – with a view to Industry 4.0. The pilot project began with a technical installation in July 2018 and is currently running on two lines. Once this phase is over, a full roll-out is planned for the first quarter of 2019.

In the area of social responsibility, we are especially pleased with our SA8000 certification. It is valid across all industries and is based on the ILO Conventions, UN Human Rights Conventions, and national labor law. The aim is to improve working conditions worldwide. In compliance with the principles, a compliance officer with authority to make decisions has been designated as a point of contact at GEKA. Employees can submit any suggestions and complaints – and most importantly, violations – to the officer. If an employee does not wish to contact his or her supervisor or the internal compliance officer, he or she can also contact the "Sulzer Compliance Hotline." All communication with the hotline is anonymous.

STATE OF THE ART

GEKA MEASUREMENT TECHNOLOGY

ATOS ScanBox

THE FUTURE IS BRIGHT! WHETHER VIA DIGITALIZATION OR AUTOMATION

– we at GEKA are constantly evolving. This progress is also evident at our factory in Waizendorf, Germany, where we invested in high-quality measuring instruments, a high-tech measuring laboratory, and quality assurance test areas for batch production in 2018. All in order to meet your requirements for functionality and aesthetics via the relevant quality standards. Would you like to find out more about our portfolio? Then take a look at our latest film!

SCAN ME!



WHIPLASH

Speed Volumizing Mascara

BAAAM!

Even more luscious, even longer and even more sweep: eyelashes are being catapulted to a record level – for an unleashed fan of lashes with up to eight times more volume. For a look that'll turn so many heads, it'll make them dizzy.

Whiplash is the mascara innovation, and thanks to sophisticated technology, an absolute must-have. Even the design of the bottle shows how extraordinary it is: with white as the color of perfection – and cool hot-foil printing in black and rose gold. The brush itself is a superlative tool. The secret of GEKA's innovative EOS2K fiber: it consists of two materials and has an irregular surface structure. This allows the brush to absorb a lot of formula and distribute it quickly and evenly. So each and every lash is coated, for sensational volume. For perfectly separated and clearly defined eyelashes, GEKA's patented SEPA technology creates fibers with a wedge shape on top. The conical shape at the tip of the brush allows easy styling in the corners of the eye and every single little eyelash. Delicately extended and with maximum intensity, without clumping. With a single flourish, in no time.



BLUR THE LINES



LOOKS

Metallic hardness and earthy base tones compete with the glamor of dark navy and juicy blackberry shades. Smear on the lips, temples or cheeks: Blur The Lines is an attractively audacious look. Industrial in feel and urban chic at its best. A daring interpretation of modern masculinity: with nourishing beginner-level make-up that accompanies radical dandies on their way to beauty.

PACKAGING & DECORATION

These must-have products combine traditional masculinity with dazzling design. The packaging: robust and urban. The textures: casual metals and chrome studs with a reflective sheen and fragmented surfaces. Inspired by chain links: they are stylish with a cool hardness. Shattered by futuristic shades, gleaming embellishments and luxurious elements. For an urban aesthetic that is reinforced by bold prints and graffiti graphics.

BREAK

BREAK THE RULES



Spring & Summer Trends 2020

美

LOOKS

Break The Rules pays deliberate homage to the high culture of ancient China – and its expressive, colorful masks created for the theater. Colors range from a soft rosy pink to a rich, fiery, metallic red to a simple and elegant dark blue. Perfectly shaped and lovingly realized like a calligraphic masterpiece. For accents to lids, eyebrows, cheeks, temples and lips.

PACKAGING & DECORATION

As graceful and filigreed as Chinese porcelain, elegant as slender shoots of bamboo, and as spirited as perfectly scripted calligraphy: harmony meets precision for an exciting interplay of simple modernity and opulent tradition. Captivating clarity meets refined surface finishes with grooves, patterns, and complex geometries. In colors ranging from sober to intense.



Call me Crazy

Looks

Tiger, leopard and zebra print. Stylized camouflage as an eye catcher around the eyes. Playfully cute – never menacing. Crazy. Pure kawaii. Cheeky and cuddly. With multi-colored shades such as neon orange, yellow and coral in contrast to muted dino-green and stone gray. Also for accentuating lip contours. Mixed with warm bronze nuances and natural pigments. For a fresh, sparkling finish that promises a good mood.

Packaging & Decoration

Playful and fun like a loud cartoon, overdone but with a great deal of charm. That is Call Me Crazy when it comes to decoration: a tête-à-tête of extremes. Primeval, earthy elements collide with bold, contemporary hipness. The patina of a prehistoric rock shaped by wind and weather – then dunked in colorful neon. Featuring scribbly letters and covered in pink-yellow animal print in tribute to dinosaurs, saber-toothed tigers, mammoths, and more.



Kiss the Nature

Looks

Individual make-up as luxury for all: Earthy tones and understated colors, in combination with shimmering pastel shades, provide skillful accentuation. A soft eyeliner with a matte texture – in yellow, blue or rosé – and discreetly applied mascara on the lashes create a subtle lifting effect and sparkling eyes. Milky lips in opaque tones offer a radiant finish and natural perfection.

Packaging & Decoration

Organic surface structures; high-quality, sustainable and innovative materials; small aesthetic imperfections in the pattern and material – these define the designs from Kiss The Nature. They captivate with their natural forms and a merest hint of futuristic lightness – evident in the packaging's clean look and pearlescent shimmer as well as seductive feel thanks to a finishing that is reminiscent of botanical structures.



"The perfect combination of grace & glamour."

Both traditionally noble and modern: Princess Cleopatra zu Oettingen-Spielberg, or "Cleo" for short, fascinates her fans with this mix. A model and an actress, she not only looks stunning but also knows her way around beauty secrets – the perfect testimonial for GEKA.

For GEKA, she has now tested a selection from our "helloGLAMOUR" collection – a range of five cosmetic products: a highlighter, a mascara, an eyeliner, a mascara topcoat, and a lip gloss. A pocket powder brush and fake eyelashes complete this package. Cleo is thrilled: "The mascara has a great volumizing effect. It lengthens the lashes and conjures up a natural fanned-out look. As aesthetics are also important to me, I am impressed by the beautiful design. It combines simplicity with elegance and captivates with a modern look." For Cleo, things that are beautiful must also be practical. "The soft powder brush is perfect for everyday use and fits in any handbag," notes the young mother. Cleo also draws attention to the innovative micro-bristle eyeliner applicator for a precisely defined line. "The eyeliner is easy to use and doesn't smudge. With the right outfit, it will look fantastic and is perfect for a night out on the town."

CLEOS CORNER



ARTDECO

Ultra Deep Black Mascara

Oh là là! The Ultra Deep Black Mascara accentuates each individual lash with a deep black finish for a real wow effect. And transforms every blink into a perfectly stylish performance.



Modern, minimalistic design in classic black and graphic hot-foil printing in silver. Equally très chic: the innovative molded brush. Which coats the eyelashes intensively and evenly with its densely packed bristles of different lengths. The shorter bristles create reservoir zones which fully envelop the lashes with formula and give fantastic volume. The longer bristles separate the eyelashes with ultra-precision and visibly maximize them with a perfect sweep. The brush tip gives an additional "push" – it lifts even the smallest hairs in the corner of the eye for the ultimate curling effect. The result: ultra dramatic, ultra deep black lashes coated from the root to the tip. Superb, the look. It doesn't get any more glamorous than this.

BeYu

Fabulashes Mascara

Women are always on the lookout: for the perfect partner, the perfect job, or the perfect look. The last has now – yay! – been found, once and for all, with BeYu Fabulashes Mascara.

Even at first glance, it is a brilliant eye-catcher: a metallic silver bottle and cap with cool lettering in black silk-screen printing. On top of that: the real highlight is the XXL mascara brush for spectacular volume. Featuring even more space between the bristles for individual lashes to fall into and pick up more formula. And the secret: GEKA's EOS fibers with irregular surfaces – which allow formula to be applied quickly and which separate the lashes flawlessly, hair by hair. Because the stronger the fiber, the better the combability – and the bristles, which grip each individual eyelash perceptibly with every coat. The ultimate in quick-and-easy styling for a dazzling, voluminous feel-good look. Simply the best must-have of the season.



MIYO

Girl Boss Mascara



Women are tough, women are smart, women are beautiful. And above all: they know what they want. So hand over the perfect look! Hand over the Girl Boss Mascara by MIYO!

It's the real boss among mascaras. With the power brush, every beauty can now extend her eyelashes impressively. Thanks to a specially-tailored brush shape, eyelashes are pushed upwards and curved voluminously during application. The highlight: GEKA's innovative EOS2K fiber with an increased surface area – whose hard core is covered by a soft outer material. So that more formula can be picked up and distributed just as quickly – totally evenly, without clumping, and a heavenly application. The wedge-shaped fibers ensure ultimate eyelash extension – achieved with a patented SEPA cut. Lashes are easily combed and perfectly separated. Another real highlight is the design of the bottle: gorgeously girlish in antique rose and with fine pigments for a subtle, glittery effect. Impetuous lettering in black hot-foil printing crowns the trendy lifestyle look. Because even if she's a boss – she can still be a girl. Why stop dreaming?

Body & Soul

STAY CLASSY DISPLAY

Classy make-up is part of every beauty's perfect look. After all, there are plenty of occasions for it – whether it is a romantic date, a grand entrance, or looking cool in a business setting – with elegant accessories from Body & Soul's Stay Classy Limited Edition, stylishly presented in an alluring display.

Timelessly beautiful like the Hollywood goddesses of yore. An absolute must-have: a flawless complexion. The versatile make-up sponge in a chic marble pattern ensures perfect application. The sponge's special shape, with large and small surface areas, adapts effortlessly to all face zones, and blends make-up like a virtuoso. Three brushes with super-soft bristles in a gray and white lace pattern provide extra glow: a large brush for applying powder evenly, a medium-sized one for the precise blending of bronzer, and a small brush with a slightly beveled tip for applying highlighter. The high-quality cosmetic brushes also captivate with posh, rose gold aluminum ferrule. The exclusive set comes in a cosmetic bag brilliantly rounded off with the words "Stay Classy" silk-screen printed on it in rose gold. The ready-to-sell full service display is also finished perfectly with hot-foil printing: Style goes stylish.





INTERVIEW HANNES WÖFLING

HOW DID YOU END UP AT GEKA?

I visited the company on an open day.

WHAT HAS BEEN YOUR BEST MOMENT AT GEKA?

When I signed up to train as a process mechanic.

WOMEN ALL OVER THE WORLD LOVE OUR PRODUCTS. HAS YOUR JOB EVER GIVEN YOU A LITTLE BOOST IN THAT DEPARTMENT? HAVE YOU SCORED SOME EXTRA POINTS?

Some women are pretty surprised at first, when I ask what mascara they use.

HAVE YOU TESTED ANY MASCARAS WHILE YOU'VE BEEN AT GEKA?

Of course, out of curiosity, I honestly couldn't resist testing them out – to see what it is we're making here.

WOULD YOU CALL YOUR JOB AS A DREAM JOB?

For my current age, it can certainly be described as a dream job.

WHAT HAS BEEN YOUR BIGGEST CHALLENGE?

My toughest challenge at the moment is definitely the new plant. The year I spent in 3-shift rotation was also a big challenge.

A TREND THAT IS UNDERESTIMATED?

In my opinion, the trends within the company are mostly positive – even with the challenges of restructuring after the Sulzer acquisition. Outside the company, the trend toward becoming a throwaway society could present us with some new problems.

WHAT DO YOU THINK IS THE SECRET OF SUCCESS TO A GOOD WORKING ENVIRONMENT?

Do not focus on negative influences at work but on the positives instead. Behind every problem is an opportunity – all you have to do is recognize it and take advantage of it.

YOUR JOB IN THREE WORDS.

Fulfilling, enjoyable and enriching.



INTERVIEW MATTHIAS AROLD

WHAT HAS YOUR CAREER BEEN LIKE?

I first completed a dual work-study program as a business administrator, trainer and commercial specialist at OBI, a German multinational company. After that, I studied business administration full-time at the Ansbach University of Applied Sciences with a focus on production management and logistics as well as organization and management. I then completed my internship at GEKA in the purchasing department and wrote my bachelor thesis with a focus on logistics. After my studies, I was offered the opportunity to join GEKA as a value chain project manager.

WHAT SETS GEKA APART FROM OTHER COMPANIES?

Unlike other companies, GEKA is based on a family structure – which still features a strong international orientation. Flat hierarchies, freedom of choice, and a wide variety of tasks.

YOUR JOB IN THREE WORDS.

Future-oriented, analytical, fulfilling.

WHAT ARE YOU PARTICULARLY PROUD OF?

My two scholarships, which I received because of my achievements during my studies. And the opportunity to join GEKA in an area of responsibility.

WHAT DO YOU THINK IS THE SECRET OF SUCCESS TO A GOOD WORKING ENVIRONMENT?

For me, a good working environment is characterized by open communication, trust in employees, teamwork, and fun at work.

WHAT ARE YOUR STRENGTHS AND WEAKNESSES?

I am communicative, determined and have an eye for the big picture. Analytical thinking is also one of my strengths. As for weaknesses, I would say that I get bored quickly by monotonous work. I need to be challenged at all times.

WHAT IS MISSING FROM GEKA?

GEKA is already very well positioned and I don't really think it's lacking anything. If I could wish for something, it would be for SMART boards and a creative space.

ACTION AT THE TRAINEE CAMP: EVERYTHING. EXCEPT ORDINARY.

We know: competent and committed employees are crucial to a successful company. That's why we're always searching for new and qualified talents – and offer them opportunities for development, community and activity right from the start.

Every year, we organize a trainee camp with engaging activities focused on team building, communication and trust. In 2018, we got together from September 7–8 at the Rothenburg ob der Tauber climbing forest under the motto: "Trainee-Offensive." The camp kicked off with a get-together that gave the 24 trainees a chance to get to know each other as well as the four trainers from the German GEKA sites in Bamberg and Bechhofen. The participants then set off on an exciting GPS tour that tapped on cooperation and archery – to encourage qualities such as clear goalsetting and perseverance amongst others. The tricky low ropes course and the action- and team-oriented high ropes course posed completely new challenges for our skilled workers of tomorrow. A visit to the Imperial City Festival and dinner together at the youth hostel in Rothenburg rounded off the delightful experience.

GEKA HEALTH DAY

A healthy lifestyle is the key to staying in balance. That's why GEKA organizes a Health Day every year at its Waizendorf and Bamberg locations with changing themes – a true highlight that attracts hundreds of participants.

The theme for the October 2018 Health Day was "Nutrition." In addition to InBody analyses as part of a full-body check, the event featured engaging lectures on the topic of healthy nutrition as well as tips from AOK, a German health insurance provider, on how to prepare quick, healthy snacks. A particular highlight was our "Smoothie Bike" – which participants could jump on and "pedal out" their own power fruit juice. Our company doctor, Dr. Pascher, was also on site to share interesting and important information about colon cancer. Lastly, two vouchers for the Erding Thermal Springs were raffled off. Overall, it was a complete success with a great atmosphere and inspiring suggestions for a happy and healthy lifestyle.



OUTSTANDING: GEKA AS AN EMPLOYER

At GEKA, we aim to stand out from our competitors as an attractive employer and retain competent employees in the long run. That's why we spent 2018 working hard on employer branding – and were promptly rewarded for our efforts.

Last summer, kununu.com, the influential employer review platform, recognized us as both a "TOP COMPANY" and an "OPEN COMPANY". This seal of approval, given to only one percent of listed businesses, represents the proactive approach we have taken towards kununu evaluations. The criteria for approval: authenticity, openness to feedback about how we are doing as an employer, and candid communication with our employees and applicants. These are characteristics that define modern HR Marketing Management in an age of social media – and which we are committed to living up to.

We are also proud to have received an award from FOCUS-MONEY. The business journal conducted a study on dream jobs in October 2018 and found that most people would like to see more opportunities for career development and training as well as salary improvements. The result: GEKA received the award for "Top Career Opportunities". In the "Rubber & Plastics Industry" category, we received 97.6 out of 100 points and were placed second out of all the companies evaluated in Germany. We look forward to working together to create further opportunities for career development, training, and employee retention.

See the complete interviews here:
www.geka-world.com/en/teamtalk