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PACKAGING

# Geka: its PCR-PP material is a finalist in the IT Awards MakeUp in Paris 2024

By The Editorial Staff 10 May 2024

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**Geka, the beauty brand of Swiss company medmix, active in the manufacture of high-precision delivery devices, is behind an innovative material that is a finalist in the IT Awards MakeUp in Paris 2024.**

Geka is one of ten finalists in the packaging category of the MakeUp in Paris Innovation & Trends (IT) Awards. The nomination recognizes the company's development of the very first PCR-PP (post-consumer recycled polypropylene) material suitable for primary packaging of cosmetic products.

Visitors to MakeUp in Paris will be able to discover the benefits of the PCR-PP material, as well as Geka's other beauty solutions, at stand J20, on May 29 and 30, 2024, at the Carrousel du Louvre. The material will also be presented in the show's IT area, where it will be evaluated by a jury of industry experts.

Developed in close collaboration with Geka's long-standing partner WIS-Kunststoffe, this innovative material was selected for its ability not only to match the performance of virgin materials in terms of color brilliance and durability, but also to reduce CO2 emissions by 75 % compared with traditional materials. It has been tested to several stringent international standards for the cosmetics and food production sectors, making it suitable for direct contact with formulations such as those found in bottles and sticks.

As it behaves identically to virgin material, manufacturers don't need to adapt their tooling or processing equipment.

*"We are delighted that our new PCR-PP material has reached the finalist stage at this prestigious event. This nomination is not only a victory for Geka, but a victory for the future of sustainable beauty solutions worldwide."* said Stefanie Gunz, Head of Global Marketing at Geka. *This innovation reflects our commitment to combining top-level performance with environmental stewardship. By choosing this material, brands can proudly display their commitment to sustainability without compromising on quality or design."*

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