Solutions for Home & Personal Care Applications

Specialists in processing solutions, components and technologies
GEA is your single-source solution provider for the technology you need, including standard and bespoke equipment.
Solutions for home & personal care applications

GEA’s world-leading technology provides a unique synergy that accelerates product development, provides fast-tracked design and installation, reduces time-to-market and creates best-of-breed plant that perform now and well into the future. Our expertise extends from complete turnkey projects, engineering and installation to automation.

We start with your vision
The processes used to manufacture home & personal care products present very specific challenges and require a particular set of skills. With many years of experience, GEA provides the most important deliverable in capital and scale-up projects: security of outcome.

At GEA, we start with your vision; we look at the challenges you face, understand your manufacturing processes and select the most suitable plant design and technologies to achieve agreed outcomes.

From that point onward, we use our unique combination of process and automation resources — as well as our global presence — to tailor integrated and cost-efficient manufacturing solutions for optimum performance. With our history of innovation and worldwide network, we believe that it is our responsibility to seek the most effective solution in terms of price-performance leadership, sustainability and operational risk.

Solving complex challenges around the world
In every country we operate, our combined sales and support activities offer the entire range of GEA products and services from a central customer contact point.

Coupled with world-class service, this enables us to leverage our strengths and deliver customer benefits such as faster innovations and global production networks.
Personal Care Applications

Hair Care
• Shampoo
• Conditioner
• Styling creams, waxes, gels
• Colorants

Bath and Shower
• Exfoliating gels
• Liquid soap
• Body wash

Skin Care
• Scrubs & polishers
• Sun care lotions & creams
• Creams & lotions
• Ointments & gels

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Home Care Applications

Laundry Products
- Laundry powders and tablets
- Laundry liquids and gels
- Fabric sprays
- Descalers
- Water softening tablets

Dishwashing Products
- Washing up liquids
- Machine dishwashing powders, tablets and gel
Household Cleaners
- Multi-surface cleaners
- Abrasive powders and liquids
- Antibacterial and disinfectants
- Bleach

Toilet Cleaners
- Cistern block
- Toilet gel
- Bleach
Engineering for a better world

A product is fixed, but knowledge is potentially infinite. GEA provides customers with access to the finest minds in the industry wherever they are in the world, engineering solutions that deliver flexibility and versatility.

Sustainable manufacturing solutions

All home & personal care products are heavily branded and are trusted by consumers worldwide to be effective, consistent and produced using sustainable technology. Today, every successful organisation must have a clear focus on the environment, not just because it’s the right thing to do, but because it makes economic sense. For many companies involved in the manufacture of home & personal care products, reducing batch times is a key strategic objective.

GEA technologies and solutions give the industry the freedom to develop new and exciting products, combined with the confidence to manage scarce resources, minimize waste, significantly reduce energy savings per annum and thus deliver sustainable manufacturing solutions not just today, but for the future.
Repeatable processing
Ingredients and formulations will vary according to the desired use; however, the universal constant is the need to have a repeatable and reproducible process so that the same formulation is produced each time and every time a process is run. Ensuring accurate dosing, GEA’s process solution offers customers an attractive recipe management system that gives them 100% control, without risk, due to full batch traceability.

Manufacturing more products in less time
In the HPC world, manufacturers can and do create demand and so require the flexibility to develop new products and bring them to market quickly, profitably and preferably faster than their competition. All manufacturers understand the importance of keeping changeover time to a minimum, as increased downtime means a drop in productivity, and ultimately, revenue.

Designed to automatically clean and/or disinfect an entire line or a single piece of equipment, GEA’s well-designed Clean-in-Place/Sterilize-in-Place (CIP/SIP) system enables one part of a plant to be treated while other areas continue to manufacture product. Furthermore, a modern, cost-effective CIP/SIP system will not only save money in terms of higher plant use and productivity, but also as a result of reduced cleaning fluid use, lower utility costs and significant savings in time. GEA technologies and solutions enable the market drive towards plant intensification.

Energy efficient solutions
Energy consumption is an increasingly important factor in the Total Cost of Ownership (TCO) of a machine or plant. Offering detailed engineering for the integration of utilities into production processes, GEA’s tailor-made solutions provides a holistic way to improve your processes, minimize energy consumption and improve your TCO. Our industrial cooling solutions provide the right temperature for each application, our heat pumps recycle waste process heat and the use of natural refrigerants ensures both long-term functionality and minimal environmental impact, all of which contribute to a lower carbon footprint and, in some cases zero emissions.

Product Personalization
GEA technologies allow customers to stay flexible, and reproducibly manufacture personal care products that contain particles of every size, composition and density, from crushed seeds in facial scrubs, to fine powders in laundry tablets - ensuring maximum productivity, efficiency and the highest quality products.

In addition, where product personalization sees the need for Late Variant Additions (LVA), GEA’s robust manufacturing systems can be developed to meet the ever-changing needs of our customers’ processes.

As well as meeting high standards of hygienic and sanitary processing, today’s technologies need to be utterly trustworthy, adaptable to changing market demands, and provide a secure platform for innovation that allows customers to develop new products and bring them to market securely and quickly.

GEA technologies give the industry the freedom to develop new and exciting products and thus deliver sustainable manufacturing solutions not just today, but for the future.
What GEA offers

GEA has access to market leading technology and, possibly, the most comprehensive portfolio of processing knowledge and expertise in the world today.
Our process expertise ranges from design and engineering to integration, optimization and installation; we are committed to delivering high quality, expertly manufactured products that meet your requirements.

Supporting you takes a special type of partner; our expertise is wide ranging, covering virtually every aspect of processing, production and plant design.
Working in partnership with every customer

GEA customers are assured of a long term collaboration.

Process automation and software
GEA has a unique and deep understanding of our customers’ process automation and process control requirements, and we can tailor modular, precisely configured solutions for monitoring, analyzing, optimizing and fine-tuning each processing stage and overall plant operation.

Our software solutions guarantee efficient, reliable and reproducible processing for top quality products.

Cost saving and quick R.O.I.
By choosing GEA solutions our customers achieve significant cost savings and quick return on investment. They benefit from the latest technological innovation, software and components from the world’s leading process technology supplier and developer. Continued dialogue with our customers’ commercial, process and product experts means that we can identify and address bottlenecks and challenges, to minimize delays and unnecessary costs.
The benefits of GEA solutions and systems speak for themselves:

- Our technologies are constructed using the highest quality materials and components for longevity and optimum performance.
- Our process control continually monitors, analyzes and adjusts working parameters and variables to ensure efficient processing, optimize use of raw materials and minimize product losses and system down time.
- State-of-the-art product recovery system and cleaning-in-place and sterilization-in-place systems enable more efficient cleaning, reduced use of water and manpower, and minimized plant and machine stoppages.
- Industry-leading hygienic and aseptic systems comply with the most stringent of regulatory requirements to ensure product safety and quality.
- Highly efficient heat and water recycling solutions dramatically reduce resource and energy use and make GEA plants and processing lines environmentally sustainable.
- In-house equipment, patented and innovative technologies have allowed us to develop some of the world’s most efficient, effective and versatile processing solutions.
- Skid-mounted, modular and easily integrated technologies are supplied ready to install, to ensure minimal down time and plant disruption.
- Our global structure and supply chain enables best-of-breed equipment, applications and mitigation of operational and maintenance risks while ensuring repeatability and robustness.
GEA Service –
For your continued success

GEA Service works alongside our customers in close partnership, supporting them throughout the entire life cycle of their plant and equipment ensuring business success. To sustain optimum performance and ensure continued success, GEA Service provides a wide range of services to maintain and improve your plant and equipment.

Getting you started – Seamless support for instant productivity and performance
Right from the installation, our GEA Service teams will work with you to get the best out of your plant and equipment. We start as we mean to go on, a supportive and committed partner for life. We plan and build around individual needs, sharing process knowledge, training staff and supporting operators to get you up and running and ensure a smooth, seamless on-going service for optimum performance and safety.

Keeping it running – The cost-efficient way of ensuring the safety and reliability
Regular maintenance is not a cost, it is an investment. By implementing corrective and preventive maintenance techniques, we ensure high performance, availability and quality.
as well as maximum life cycle time of your equipment or plant. To ensure you benefit from continuous production for minimal unexpected downtime, we provide fast support and top quality spare parts, whenever and wherever needed.

**Constantly improving – Sharing our knowledge to safeguard your investment**

At GEA we will work with you to keep your equipment up to date and meeting your needs today as well as tomorrow. We safeguard your investments by constantly looking ahead, by upgrading or modernizing of equipment and optimizing of processes to meet changing needs and new market demands. We are always working to increase production efficiency and ensure peak performance.

**Together with you – Enduring commitment to you and your business**

By integrating the latest automation and control solutions we boost your output and efficiency, reduce waste and minimize resource use and the need for manual intervention. Our commitment to you and your business means investing in your objectives, your risks and your future success. We work in ever closer collaboration, providing on-going systems audits and on-site support, in order to generate improved performance through innovative new service models.
We live our values.
Excellence • Passion • Integrity • Responsibility • GEA-versity

GEA is a global technology company with multi-billion euro sales operations in more than 50 countries. Founded in 1881 the company is one of the largest providers of innovative equipment and process technology. GEA is listed in the STOXX® Europe 600 Index. In addition, the company is listed in selected MSCI Global Sustainability Indexes.