

With the integration of a key supplier, Gotha Cosmetics is strengthening its production capacity

Gotha Cosmetics continues to grow strongly, also due to its recent entry into the Chinese market. With the acquisition of the Italian contract manufacturer Mia Cosmetic Factory, Gotha is strengthening its production capacities in the important filling sector. On the one hand, the integration increases the flexibility of the Group during the quotation phase when acquiring new customers, and on the other hand, the production processes are significantly simplified.

Lallio (Italy) and Baar (Switzerland), 26 July 2022

The Italian contract manufacturer Gotha Cosmetics has acquired the Italian Mia Cosmetic Factory Srl, headquartered in Ripalta Cremasca, IT. The acquired company has been Gotha's exclusive partner for several years and employs more than 40 people.

Mia Cosmetic Factory is known for its ability to innovate industrial processes using automated machines. Their specialty lies in the bottling of all kinds of make-up products that Gotha creates in its own production. These include, for example, hot cast products, foundations, mascaras, eyebrow products, gloss, and highlighters.

It has been agreed with Fabio Moroni, the owner of Mia Cosmetic, that he will continue to manage the plant in Ripalta as Managing Director for the foreseeable future. His excellent technical expertise and great creativity in the search for solutions for the industrialization of products will thus remain with the entire Group.

"This acquisition allows us to integrate and complement new development and industrialization processes for Gotha's key new products, simplifying and streamlining the supply chain," said Paolo Valsecchi, CEO of Gotha Cosmetics.

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About Gotha Cosmetics

Gotha Cosmetics is a leading, highly innovative contract manufacturer in the field of decorative cosmetics based in Bergamo, Italy. Founded in 2005, the company operates on a business-to-business-to-consumer (B2B2C) model and is the preferred partner of the world's most innovative, fast-growing cosmetic brands looking for creativity, high quality and fast time to market. Gotha offers third-party products for the face, eyes and lips and offers full-service, bulk and fill solutions or pure bulk solutions. The company has a global presence, is headquartered near Milan and has production facilities in Lallio (Italy), Shanghai and Suzhou (China), as well as additional sales and marketing offices in Paris, New York and San Francisco.

www.gothacosmetics.com

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