

How ADA Cosmetics plans to shape the future

Coronavirus, price pressures, sustainability – ADA Cosmetics is navigating its way through challenging times. CEO Kai Bendix has now presented his plans for the company's future. In the coming years, the hotel cosmetics manufacturer aims to be stronger, more innovative and more sustainable than ever before.

Kehl/Germany, September 2021 – As a hotel industry supplier, ADA Cosmetics International has faced the full impact of the coronavirus pandemic. This situation was anything but a perfect start for CEO Kai Bendix, who assumed management responsibility for the tradition-rich company shortly after the first lockdown in July 2020. But the challenges were already enormous prior to that. While the market for hotel cosmetics is encountering strong competitive pressure, environmental awareness and responsibility have increasingly become key economic factors.

ADA Cosmetics has now presented its growth strategy. With the slogan "New ADA," the German hotel cosmetics manufacturer plans to sharpen its brand positioning, invest massively in the development of sustainable product innovations, and strengthen its commitment to sustainability.

Most products will be eco-sustainable

According to Kai Bendix, the paradigm shift calls for rethinking and new solutions. "Sustainability needs to be a planned objective of product innovations. This means that instead of doing whatever is technically feasible, we develop product solutions that contribute to the bigger picture," the 52-year-old CEO explains. To implement this strategy, Bendix wants to make every effort to drive sustainable product concepts and processes forward. Among other things, the company plans to invest substantially in future-oriented dispenser systems as well as in a new generation of younger, more sustainable skin care products.

The company's R&D department is already working intensively on innovations with a focus on the careful use of resources, the avoidance of waste, and efficient recycling. A return system for empty cartridges and a method for aseptic filling of open dispenser systems are also in the works. At the beginning of next year, ADA plans to launch a new, completely sustainable cosmetics range that will include everything from shower gel to nail files. Work is continuing on packaging that will significantly increase the use of recycled and renewable materials.

Realignment in Asia and entry into consumer business

ADA Cosmetics wants to make significant progress in the future, not only in its European core markets, but also worldwide. The company is planning to expand in Asia's growth markets, primarily in China. Bendix, who is very familiar with the market from his work for the Nivea brand, has established a new structure there in recent months that coordinates and networks sales activities – from supply chain to marketing – across national boundaries. At the same time, management structures have been reorganized. The new leadership team is expected to drive forward and control expansion on the Asian markets efficiently.

Another aspect of the new ADA Cosmetics strategy is to build up the company's innovative strength. Bendix explains: "Innovation cannot be managed singlehandedly in the long term. We've opened our eyes much wider to the outside world." With this in mind, the management team is on the lookout worldwide for exciting, young skin-care brands as potential partners. This offers a lot of potential for both sides. ADA Cosmetics would gain access to inspiring, new product ideas. At the same time, this plays into the company's plan to enter the consumer business and build a second foothold. ADA Cosmetics, in turn, will pave the way for young partners to develop viable product concepts as well as new target groups and markets – also on an international level.

Despite the corona setbacks, the signs are once again pointing to growth for ADA Cosmetics. CEO Bendix is optimistic: "In the coming years, the 'New ADA' will help make us stronger, more innovative, and more sustainable than ever before."

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"In the coming years, ADA Cosmetics will be stronger, more innovative, and more sustainable than ever before."

Kai Bendix, ADA Cosmetics CEO since July 2020

The business administration graduate has many years of experience in managing companies and brands on an international level, including Toppits (Cofresco Fresh Food Products/Melitta Group) and NIVEA (Beiersdorf)

About ADA Cosmetics

ADA Cosmetics has been developing and producing high-end hotel cosmetics and dispensing systems for the hotel industry since 1979. The company currently serves around 20,000 customers worldwide, from luxurious 5-star resorts and business complexes, to family-managed country estate hotels. Key accounts for Europe's leading supplier are primarily 3 to 5-star hotels.

The company's portfolio includes more than 20 brands ranging from lifestyle concepts and premium care with a wellness factor, to certified natural cosmetics and cosmetic product lines manufactured and distributed by ADA for renowned international designer brands. ADA Cosmetics is an innovator and market leader specializing in hygienic dispenser systems.

The entire value chain of the ISO 14001 and Cradle to Cradle-certified company is geared towards eco-friendly, sustainable business practices. As a pioneer in the industry, ADA Cosmetics was the first manufacturer to use biodegradable raw materials and launch an eco-certified cosmetic line as well as Fairtrade cosmetic products.

With headquarters in Kehl, Germany, production facilities in the Czech Republic and Malaysia, and 700 employees worldwide, the tradition-rich company is now active in more than 50 countries in Europe, the Middle East, Asia, and the USA.

www.ada-cosmetics.com