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**Dragi partneri,
u svijetu u kojem se očekivanja
neprestano mijenjaju, jedno
ostaje konstanta -
naše opredjeljenje da budemo
partner od povjerenja.**

U prethodnom periodu, Alma Ras je nastavila rasti, odgovarajući na izazove tržišta stručnošću, inovacijama i predanošću. Naša saradnja s kompanijom Triumph, koja traje više od 16 godina, upravo to i potvrđuje, svaki novi projekat rezultat je zajedničke vizije, tehničke preciznosti i povjerenja koje smo gradili godinama.

Kroz ulaganja u ljude, znanje i tehnologiju, osigurali smo spremnost za isporuku visokih standarda u svakom segmentu. Osvajanje prvog mjesta na UNDP-ovom takmičenju za biznis lidere održivog razvoja dodatno nas obavezuje da i dalje budemo

Zahvaljujem vam što prepoznajete našu posvećenost kvalitetu, partnerstvu i dugoročnom razvoju. Vjerujemo da se samo zajedno mogu graditi odnosi koji traju i vrijednosti koje ostaju

*Srdačno,
Rasim Memagić, generalni direktor i predsjednik Uprave kompanije Alma Ras*



nosio pozitivnih promjena, industriji, zajednici i okolišu.

Ovaj bilten predstavlja presjek naših najvažnijih postignuća i aktivnosti, od proaktivne pripreme novih kolekcija, preko širenja tržišta i ispunjenja ESG ciljeva, do jačanja internih vrijednosti koje su temelj svega što radimo. Posebno ističem ljude, naše uposlenike, jer iza svakog broja, svakog šava i svakog rezultata stoji tim koji vjeruje u ono što radi.

**Dear partners,
in a world where expectations
are constantly changing, one
thing remains constant -
our commitment to being a
trusted partner.**

to continue to be carriers of positive change, for the industry, the community and the environment.

This newsletter presents a cross-section of our most important achievements and activities, from proactively preparing new collections, through market expansion and fulfilling ESG goals, to strengthening the internal values that are the foundation of everything we do. I would like to especially highlight people, our employees, because behind every issue, every stitch and every result is a team that believes in what they do.

Thank you for recognizing our commitment to quality, partnership and long-term development. We believe that relationships that last and values that remain can only be built together.

In the past period, Alma Ras has continued to grow, responding to market challenges with expertise, innovation and dedication. Our cooperation with Triumph, which has lasted for more than 16 years, confirms this, each new project is the result of a shared vision, technical precision and trust that we have built over the years.

By investing in people, knowledge and technology, we have ensured our readiness to deliver high standards in every segment. Winning first place in the UNDP competition for business leaders for sustainable development further obliges us

*Respectfully,
Rasim Memagić, General Manager and President of Alma Ras Board of Directors*

PROFESIONALNOST KAO VRIJEDNOST, POTVRĐENA KROZ USPJEH

Uspješno smo prošli ISO 9001:2015 audit,
bez ijedne značajne zamjerke!

Ovo je ogroman uspjeh za sve nas i snažna potvrda
da radimo kvalitetno, odgovorno i timski.

ŠTA NAM DONOSI ISO CERTIFIKAT?

- ✓ Bolje procese
- ✓ Veću efikasnost
- ✓ Zadovoljnije kupce
- ✓ Jaču poziciju na tržištu



PROFESSIONALISM AS A VALUE, CONFIRMED THROUGH SUCCESS

We have successfully passed the ISO 9001:2015
audit, without a single significant complaint!

This is a huge success for all of us and a strong confirmation
that we work with quality, responsibility, and as a team.

WHAT DOES ISO CERTIFICATION BRING US?

- ✓ Improved processes
- ✓ Higher efficiency
- ✓ Satisfied customers
- ✓ Stronger market position

Prvo mjesto za održivost:

ALMA RAS DOBITNIK UNDP NAGRADE ZA BIZNIS LIDERE ODRŽIVOG RAZVOJA

S ponosom dijelimo vijest da je kompanija Alma Ras osvojila prvo mjesto u kategoriji velikih kompanija na prestižnom takmičenju „Nagrade za biznis lidere održivog razvoja u Bosni i Hercegovini“, koje realizuju UNDP i Kraljevina Švedska.



Među čak 484 prijavljena poslovna subjekta, naš rad na polju zaštite okoliša i odgovornog upravljanja resursima prepoznat je kao najbolji u zemlji.

Pobjedu smo ostvarili u tematskoj oblasti „Resursi i okoliš“, što je rezultat dugogodišnje predanosti ka smanjenju ekološkog otiska i uvođenju održivih rješenja u svim segmentima poslovanja.

Stručna komisija UNDP-a provela je sveobuhvatan audit naših procesa i visoko ocijenila:

- Energetsku efikasnost i aktivno smanjenje potrošnje energije, Instalaciju solarnih panela, zahvaljujući kojoj više od 30% ukupne električne energije dolazi iz obnovljivih izvora,
- Sortiranje otpada i odgovorno upravljanje resursima,
- Upotrebu biomase za grijanje i primjenu toplotnih pumpi za dodatnu efikasnost,
- LED rasvjetu u svim proizvodnim jedinicama,
- Te sveobuhvatan sistem praćenja i unapređenja okolišnih pokazatelja koji nam omogućava stalno mjerenje i napredak.

OVA NAGRADA NE SAMO DA PREDSTAVLJA PRIZNANJE ZA DOSADAŠNJE REZULTATE, VEĆ I DODATNI PODSTICAJ DA NASTAVIMO PUTEM ODGOVORNOG I ODRŽIVOG POSLOVANJA, ZA LJUDE, ZAJEDNICU I PLANETU.



First place for sustainability:

ALMA RAS WINS UNDP AWARD FOR BUSINESS LEADERS IN SUSTAINABLE DEVELOPMENT

We are proud to share the news that the Alma Ras company has won first place in the large company category at the prestigious competition Business Leaders for Sustainable Development in Bosnia and Herzegovina, implemented by UNDP and the Kingdom of Sweden.

Among 484 companies that applied, our work in environmental protection and responsible resource management was recognised as the best in the country.

We achieved victory in the Resources and Environment segment, which is the result of a long-standing commitment to reducing our environmental footprint and introducing sustainable solutions in all business segments.



A UNDP expert committee conducted a comprehensive audit of our processes and rated highly:

- Energy efficiency and active reduction of energy consumption,
 - Installation of solar panels, owing to which more than 30% of the total electricity comes from renewable sources,
- Waste sorting and responsible resource management,
- Use of biomass for heating and the use of heat pumps for additional efficiency,
- LED lighting in all production units,
- Comprehensive system of monitoring and improvement of environmental indicators ensuring continuous measuring and progress.

THIS AWARD IS NOT ONLY A RECOGNITION FOR OUR RESULTS TO DATE, BUT ALSO AN ADDITIONAL INCENTIVE TO CONTINUE ON THE PATH OF RESPONSIBLE AND SUSTAINABLE BUSINESS, FOR PEOPLE, THE COMMUNITY, AND THE PLANET.



Transparentnost i odgovornost:

Izračun karbonskog otiska i priprema ESG strategije

U prvoj polovini 2025. godine Alma Ras je, uz stručnu podršku agencije ZGI, provela sveobuhvatan izračun karbonskog otiska, obuhvatajući sve tri ključne kategorije prema međunarodnim standardima:



Ovaj proces predstavlja važan korak ka boljem razumijevanju i upravljanju uticajem našeg poslovanja na okoliš. Rezultati su trenutno u završnoj fazi obrade i uskoro će biti javno objavljeni te dostupni svim našim partnerima, u duhu potpune transparentnosti i odgovornosti.

Istovremeno, radimo na razvoju vlastite ESG strategije koja će jasno definisati naše dugoročne ciljeve i politike u tri ključna domena:

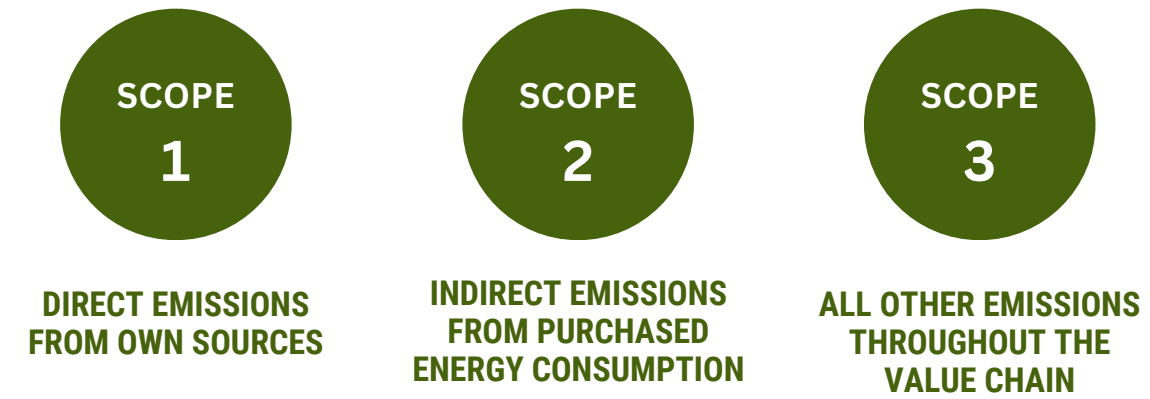


Naš cilj je da zajedno s poslovnim partnerima stvaramo održiv i otporan lanac vrijednosti, uz proaktivno djelovanje u borbi protiv klimatskih promjena.

Transparency and accountability:

Carbon footprint calculation and ESG strategy preparation

In the first half of 2025, Alma Ras, with the expert support of the ZGI agency, conducted a comprehensive carbon footprint calculation, covering all three key categories according to international standards:



This process is an important step to better understand and manage the environmental impact of our operations. The results are currently in the final stages of processing and they will soon be publicly announced and made available to all our partners, in a spirit of full transparency and accountability.

At the same time, we are working on developing our own ESG strategy that will clearly define our long-term goals and policies in three key domains:



Our goal is to create a sustainable and resilient value chain together with business partners, with proactive action in combating climate change.

ARM tim bilježi najveći napredak u drugom kvartalu

- *snaga iza dodira koji volimo*

Drugi kvartal donio je izvanredan pomak u okviru ARM programa, koji je zahvaljujući najvećem iskoraku u odnosu na prethodni kvartal zaslužen proglašen **pobjednikom OKR rezultata**. Najveće poboljšanje ostvareno je upravo među stručnjacima koji svakodnevno pokazuju šta znači predanost, pouzdanost i jasan fokus.

U pozadini svakog cilja, svakog ispunjenog plana i svakog komada koji s ponosom nosi ime Alma Ras, stoje ljudi. Oni čiji su prsti vješti, čija koncentracija ne posustaje i čije ruke u tišini stvaraju naš prepoznatljiv “Dodir koji volim”. U samim pogonima, šivači i šivačice nose najvažniji dio procesa.

Od uvođenja novih tehnologija i timova do ispunjavanja zahtjeva novog kupca i povećanog obima posla, njihova posvećenost je temelj stabilnosti i uspjeha. Gotovo duplo veći kapacitet pokriven je bez kašnjenja, bez kompromisa u kvaliteti i bez ijednog odstupanja.



“Rezultati koje smo ostvarili u drugom kvartalu potvrđuju da kada svi gledamo u istom pravcu, napredak je neizbježan.

***Ponosna sam na tim ARM-a, na njihovu predanost, prilagodljivost i na to što su uvijek spremni napraviti korak više“,
poručuje Samra Kundak, program menadžer ARM-a.***



U Banovićima, nova lokacija je stabilizovana u rekordnom roku. Uspješno integrisan veliki broj novih radnika znači više od širenja kapaciteta, to znači da vrijednosti brenda žive i dalje, kroz svaku novu ruku koja uđe u proces.

Povjerenje novog kupca osvojeno u samo tri mjeseca, zahvaljujući dosljednosti, kvaliteti koja traje i ljudi na koje se možemo osloniti.

U mjesecima intenzivnog rada, posebno su se istakli timovi krojačnice i pakovanja iz Olova. Fleksibilni, odgovorni, spremni da preuzmu više kad je najteže, jer znaju da to više pravi razliku.

Ovaj tim radi za naš vlastiti brend, čiji slogan “Dodir koji volim” odražava obećanje, osjećaj, standard koji se gradi svakim šavom, pakovanjem, detaljem koji odlazi ka kupcu.

Još jednom, vrijednost Alma Ras, stručnost, pokazala se na djelu u svom punom sjaju.

Zato, hvala timu ARM programa.



ARM team achieves biggest progress in second quarter

- the power behind the touch we love

The second quarter was marked by remarkable progress within the ARM program, which was deservedly declared the **winner with the best OKR results**, thanks to the biggest improvement compared to the previous quarter. This improvement was achieved precisely by the experts who demonstrate on a daily basis what dedication, reliability and clarity of focus mean.

Behind every objective, every fulfilled plan and every piece that proudly bears the name Alma Ras, there are people. Those whose fingers are skilled, whose concentration does not falter and whose hands silently create our recognizable "Touch that I Love". In the very factories, seamsters and seamstresses carry out the most important part of the process. From introducing new technologies and teams to meeting new customer requirements and increased workloads, their commitment is the foundation of stability and success. They cover almost double the capacity without any delays, without compromise in quality and without a single deviation.



"The results we achieved in the second quarter confirm that when we are all looking in the same direction, progress is inevitable."

I am proud of the ARM team, their dedication, adaptability and the fact that they are always ready to make an extra effort," says Samra Kundak, ARM Program Manager.



The new location in Banovići was stabilized in record time. Successfully integrating a large number of new employees means more than expanding of capacities, it means that the brand values live on, through every new hand that enters the process. The trust of new customers was gained in just three months, largely thanks to consistency, lasting quality and people we can rely on.

During the months of intensive work, the tailoring and packaging teams from Olovo stood out in particular. Flexible, responsible, ready to take on more work when it is needed the most, because they know that this makes a difference.

This team works for our own brand, whose slogan "The touch that I love" reflects the promise, the feeling, the standard that is built with every seam, packaging, every detail that is presented to the customer.

Once again, the Alma Ras values and expertise were shown in practice in their full glory.

For this, we would like to express our gratitude to the ARM program team.



ARIA BUTIK

- primjer stručnosti i stabilnosti u maloprodaji

Od početka godine, maloprodajna jedinica ARIA, u Sarajevu, izdvaja se kao jedna od najstabilnijih i najprofesionalnijih u mreži. Iza njihovih rezultata stoji tim koji se godinama ne mijenja, uigrana ekipa koja zna šta radi i koja je pokazala izuzetnu otpornost u suočavanju s izazovima.

Njihov uspjeh temelji se i na povjerenju koje su godinama gradili s kupcima. ARIA je mjesto gdje kupci, osim proizvoda, pronalaze osjećaj sigurnosti i istinske posvećenosti.

ONI SU DOKAZ DA PREDANOST, STABILNOST I STRUČNOST VODE KA DUGOROČNIM REZULTATIMA.

Kreativnost i inovativnost u praksi:

Krojačnica - kada rješenja dolaze iznutra

U drugom kvartalu ove godine, krojačnica ARM proizvodnje suočila se s ozbiljnim izazovom, tehnički kvar na Gerber cutteru, ključnom stroju za proces krojenja, potpuno je zaustavio automatizirani rad.

Više od mjesec dana mašina nije bila u funkciji, dok je obim posla, kako u Visokom tako i u

Olovu, bio znatno veći od uobičajenog.

U takvim okolnostima, rješenja se ne nalaze u priručnicima, ona se stvaraju. **Inovativnost i kreativnost**, kao jedna od ključnih vrijednosti naše kompanije podrazumijevaju predlaganje ideja koje pomjeraju granice. A upravo to je uradio tim iz krojačnice.



„Nemoj se brinuti, mi ćemo završiti“,

bile su riječi koje su članovi tima uputili svojoj rukovoditeljici Merimi Bešliji.

U toj jednostavnoj poruci sadržan je duh vrijednosti koje negujemo, spremnost da razmišljamo drugačije, da osmišljavamo nova rješenja i da preuzmemo inicijativu, čak i kada okolnosti nisu na našoj strani.

Sami su ponudili plan, reorganizovali rad u dvije smjene, predložili dodatne subote i ostajali duže kako bi nadoknadili izgubljeno vrijeme. To nije bila uobičajena organizacija posla, to je bila kreativna reakcija na krizu, oblikovana iznutra, kroz zajedničko promišljanje i odlučno djelovanje.

Uprkos svim izazovima, krojačnica je isporučila sve što je bilo planirano i to bez kašnjenja.

Ova priča pokazuje da kreativnost i inovativnost nisu rezervisane za dizajnerske timove ili kancelarije s brainstorming sastancima.

One žive i dišu u svakom segmentu našeg rada, tamo gdje ljudi vide problem, ali biraju da ponude rješenje.



ARIA BOUTIQUE

*- an example of expertise
and stability in retail*

*Since the beginning of the year, the retail store
ARIA, in Sarajevo, stands out as one of the
most stable and professional stores in our
network.*

*Behind such results is a team that has not
changed for years, a cohesive team that
knows what it is doing and has shown
exceptional resilience in facing challenges.*

*Their success is also based on the trust they have built with customers over the years. ARIA is
a place where customers, in addition to products, may find a sense of security and true
commitment.*

**THEY ARE PROOF THAT DEDICATION, STABILITY AND EXPERTISE LEAD
TO LONG-TERM RESULTS.**

Creativity and **innovation** in practice:

Tailor shop - then solutions come from within

In the second quarter of this year, the tailoring
shop of ARM production faced a serious
challenge, namely a technical failure on the
Gerber cutter, a key machine for the tailoring
process, completely stopped automated work.

The machine was not in operation for more
than a month, while the volume of work, both

in Visoko and in Olovo, was significantly
higher than usual.

In such circumstances, solutions are not
found in manuals, they are created.
Innovation and **creativity**, as some of the key
values of our company, imply proposing ideas
that push the boundaries. And that is exactly
what the team from the tailor shop did.



*“Don’t worry,
we will get it done“,*

were the words the team members addressed
to their manager, Merima Bešlija. That simple
message embodies the spirit of the values we
cherish, the willingness to think outside the
box, to come up new solutions and to take
initiative, even when circumstances are not on
our side.

They offered a plan themselves, reorganizing
work into two shifts, proposing additional
working days on Saturdays and staying longer
to make up for lost time. This was not the
usual everyday organization of work, it was a
creative response to the crisis, shaped from
within, through shared brainstorming and
decisive action.

Despite numerous challenges, the tailor shop
delivered on time everything that was
planned.

***This story shows that creativity
and innovation are not
reserved for design teams or
offices with brainstorming
sessions.***

***They live and breathe in every
segment of our work, where
people see a problem but
choose to offer a solution***



FOKUSIRANOST

- koja donosi rezultate

Kada je Alma Ras prije nekoliko godina ulazila na slovenačko tržište, jedan od najvećih izazova bio je nizak nivo prepoznatljivosti brenda među kupcima. Zahvaljujući predanom radu i strateškom pristupu, taj izazov je danas pretvoren u priliku za rast.

Tim koji vodi naš kolega **David Zalar** ostvario je u prethodnom periodu rast prometa od čak 46%, što je najbolji pokazatelj koliko fokusiranost na zajedničke ciljeve može donijeti konkretne rezultate.

Ovaj rast je ostvaren jačanjem saradnje sa B2B kupcima, širenjem online prodaje i unaprjeđenjem postojećih maloprodajnih objekata.

David je Alma Ras timu pristupio 2023. godine, a prethodno je s kompanijom sarađivao kao B2B partner, što mu je omogućilo da iz prve ruke upozna ne samo proizvode, već i vrijednosti koje stoje iza svakog od njih. Kroz tu saradnju osjetio je šta zapravo čini ovaj brend posebnim, kvalitet, posvećenost svakom detalju, iskren odnos prema ljudima i stalna težnja ka boljem.

Prepoznao je da Alma Ras ima snagu, ali i prostor da raste, stoga je odlučio svoju karijeru graditi kod nas. Danas, u ulozi koordinatora, svojim znanjem i iskustvom doprinosi širenju Alma Ras priče na slovenačkom tržištu, s istim onim vrijednostima koje su ga i privukle.



David Zalar

Posebnu zahvalnost upućuje kolegicama iz maloprodaje koje svakodnevno daju dragocjene uvide s terena. Upravo na osnovu tih informacija, u saradnji s drugim sektorima, tim uspješno odgovara na zahtjeve tržišta.

Davidov primjer pokazuje kako se stručnost gradi stalnim učenjem, saradnjom i odgovornošću. Njegova posvećenost ciljevima, fokus na rezultate i timski duh potvrđuju da vrijednosti Alma Ras nisu samo riječi na papiru, već stvarna praksa koja nas svakodnevno usmjerava, a posebno kroz princip zajedničkog, kvalitetnog i odgovornog rada ka zajedničkim ciljevima.

“U svemu što radimo, osluškujemo potrebe naših kupaca. Kupci u Sloveniji prepoznaju kvalitet Alma Ras proizvoda i cijene prirodne materijale koje koristimo. Ravnoteža između kvaliteta i konkurentne cijene je također nešto što nas izdvaja”, ističe David.

"In everything we do, we listen to the needs of our customers. Customers in Slovenia recognise the quality of Alma Ras products and appreciate the natural materials we use. The balance between quality and competitive price is also something that sets us apart," David points out.

When Alma Ras entered the Slovenian market a few years ago, one of the biggest challenges was the low level of brand recognition among customers. Owing to dedicated work and a strategic approach, this challenge has now been turned into an opportunity for growth.

The team led by our colleague **David Zalar** has achieved a turnover growth of as much as 46% in the previous period, which is the best indicator of how much focus on common goals can bring specific results. This growth was achieved by strengthening cooperation with B2B customers, expanding online sales, and improving existing retail stores.

FOCUS

- that brings results

David joined the Alma Ras team in 2023, and previously worked with the company as a B2B partner, which allowed him to get to know firsthand not only the products, but also the values behind each of them. Through this cooperation, he felt what really makes this brand special: quality, dedication to every detail, a sincere attitude towards people and a continuous striving for better.

He recognised that Alma Ras has strength, but also room to grow, and he decided to build his career with us. Today, as a coordinator, he contributes with his knowledge and experience to spreading the Alma Ras story on the Slovenian market, with the same values that attracted him.

We owe special gratitude to colleagues from retail who provide valuable insights from the field every day. On the basis of this information, in cooperation with other sectors, the team responds successfully to market demands.

David's example shows how expertise is built through constant learning, collaboration, and responsibility. His dedication to goals, focus on results, and team spirit confirm that the values of Alma Ras are not just words on paper, but real practice that guides us every day, particularly through the principle of joint, high quality, and responsible work towards common goals.

FOKUSIRANOST

- više od riječi, to je način na koji rastemo

Kada se u timu spoje znanje, posvećenost i jasna vizija, uspjeh je prirodan slijed.

Upravo takvu sinergiju donio je **Nermin Brdarić** kada se pridružio Alma Ras porodici u augustu 2024. godine, donoseći sa sobom odlučnost, preciznost u komunikaciji i fokus koji ne popušta pred izazovima.

Njegov rad ubrzo je urodio plodom. Kroz stratešku saradnju s renomiranim maloprodajnim lancem BIPA, Alma Ras je proširila svoje prisustvo na tržištu Hrvatske. Prihod u prvih pet mjeseci premašio je planirani za čak 10%, dok je ostvarena marža bila veća za 5.3%. Istovremeno, uveo je brend Extreme Intimo u proizvodne procese, čiji se efekti tek očekuju. Uskoro slijedi i realizacija dogovorene saradnje sa kupcem Galeb, planirana do kraja trećeg kvartala.

Iza ovih brojki krije se mnogo više od poslovnih tablica, to su mjeseci dosljednog rada, brojni sastanci, pažljivo pripremljene ponude i ustrajnost kada se činilo da se procesi kreću sporo. Nermin nije gubio iz vida ono zbog čega je sve počelo, da predstavi Alma Ras kao partnera od povjerenja, koji nudi kvalitet, sigurnost i ozbiljan pristup.

“Važno je vjerovati u ono što nudimo i ostati fokusiran čak i kada nema brze povratne informacije. Prave saradnje se često grade duže, ali vrijede svakog truda”, poručuje Nermin.

"It's important to believe in what we offer and stay focused even when there is no quick feedback. Real collaborations often take longer to build, but they are worth every effort," says Nermin.

FOCUS

- more than words, it's how we grow

When knowledge, commitment, and a clear vision come together in a team, success is a natural result.

Nermin Brdarić created this exact synergy when he joined the Alma Ras family in August 2024, bringing with him determination, precision in communication, and a focus that does not give up in the face of challenges.

His work bore fruit quickly. Through a strategic partnership with the renowned retail chain BIPA, Alma Ras expanded its presence on the Croatian market. Revenue in the first five months exceeded the planned by as much as 10%, while the realised margin was 5.3% higher. At the same time, he introduced the Extreme Intimo brand into production processes, the effects of which are still to be expected. The implementation of the agreed cooperation with the customer Galeb, planned by the end of the third quarter, will soon follow.



Nermin Brdarić

Behind these figures lies much more than business tables, it is months of consistent work, numerous meetings, carefully prepared offers and perseverance when the processes seemed to be moving slowly. Nermin did not lose sight of what it all started for, to present Alma Ras as a trusted partner that offers quality, safety, and a serious approach.



Belma Kehić

STRUČNOST

- utkana u svaki šav

U malom gradu gdje je sve počelo prije 27 godina, stasavale su žene čija je stručnost postala temelj kvalitete koja čini srce Alma Ras brenda. **Belma Kehić** je jedna od njih, tiha, posvećena i iznimno stručna. Od 1999. godine, **Belma** svakodnevno doprinosi sa čak prosječno 600 minuta rada, dnevno, na najzahtjevnijim fazama proizvodnje.

Njena preciznost i iskustvo nisu samo rezultat dugogodišnjeg rada, to je stručnost u punom smislu te riječi. U našoj kompaniji, stručnost znači odgovorno korištenje znanja i vještina u cilju postizanja izvrsnosti, a naša kolegica **Belma** to svakodnevno živi.

Iza svakog komada koji prođe kroz njene ruke, stoji znanje koje pokreće cijeli tim. I zato je **Belma** oslonac, primjer i garancija kvalitete koji traje.

EXPERTISE

- woven into every seam

In the small town where it all began 27 years ago, there were women whose expertise became the foundation of the quality that forms the heart of the Alma Ras brand. **Belma Kehić** is one of them, quiet, dedicated, and extremely professional. Since 1999, **Belma** has been contributing daily with an average of 600 minutes of work, per day, on the most demanding stages of production.

Her precision and experience are not just the result of years of work, it is expertise in the true meaning of the word. In our company, expertise means the responsible use of knowledge and skills in order to achieve excellence, and our colleague **Belma** lives it every day.

Behind every piece that passes through her hands, there is knowledge that drives the entire team. That is why **Belma** is a pillar, an example, and a guarantee of lasting quality.

STRUČNOST

- koja se nesebično prenosi

Više od dvadeset godina, **Indira Muminović** je dio porodice Alma Ras, snaga koja iz dana u dan svojom stručnošću doprinosi kvaliteti na kojoj gradimo povjerenje kupaca.

U prosjeku, **Indira** svakodnevno uradi 550 minuta na donjem rublju i spavaćem programu, često upravo na zahtjevnijim fazama koje traže sigurnu ruku i veliko iskustvo.



Indira Muminović

S toplinom i zahvalnošću, **Indira** se prisjeća svoje prve šefice i kolegice Jasmine Karagić, koja joj je na samom početku nesebično prenosila znanje, učila je kako da šije i kako da postane stručna u svom poslu. I upravo ta stručnost, koja se u našoj kompaniji njeguje i prenosi s generacije na generaciju, danas je njen najveći doprinos timu.

Indira tu vrijednost živi svakodnevno, posvećeno i s puno zahvalnosti onima koji su vjerovali u nju.

EXPERTISE

- passed on selflessly

For more than twenty years, **Indira Muminović** has been part of the Alma Ras family, a force that contributes her expertise day after day to the quality on which we build customer trust. On average, **Indira** works 550 minutes a day on the lingerie and sleepwear program, often on the more demanding stages that require a steady hand and extensive experience.

With warmth and gratitude, **Indira** remembers her first boss and colleague, Jasmina Karagić, who selflessly passed on her knowledge at the very beginning, teaching her how to sew and how to become an expert in her job. And it is precisely this expertise, nurtured and passed down from generation to generation in our company, that is today her greatest contribution to the team. **Indira** lives this value every day, dedicated and with gratitude to those who believed in her.

MAJSTORICA

- zahtjevnih faza i dugogodišnja posvećenost

Već 23 godine **Ševala Dramalića** kroji priču Alma Ras brenda svojim rukama i srcem. Za nju ovaj posao nije samo zanat, već istinska ljubav i ponos.

Specijalistkinja za najzahtjevnije faze, cik cak, čipku, lajsne, kragne i druge detalje, **Ševala** je stub na kojem počiva svaki uspješan šav. Njena preciznost i posvećenost svakodnevno, u prosjeku 550 minuta, daju oblik svakom komadu i utiču na rad cijelog tima.

Za **Ševalu**, svaki šav je dokaz stručnosti i predanosti, a upravo ta ljubav prema poslu čini da Alma Ras proizvodi ostaju simbol kvalitete i dugovječnosti.

MASTER

- of demanding stages and long-term dedication

For 23 years, **Ševala Dramalića** has been tailoring the story of the Alma Ras brand with her hands and heart. For her, this job is not just a craft, but true love and pride.

A specialist in the most demanding phases, zigzags, lace, trims, collars, and other details, **Ševala** is the pillar on which every successful seam rests. Her precision and dedication every day, for an average of 550 minutes, give shape to each piece and impact the work of the entire team.

For **Ševala**, every stitch is proof of expertise and dedication, and it is this love for work that makes Alma Ras products a symbol of quality and longevity.



Ševala Dramalića

Živimo vrijednosti :

Mentorski program kao temelj organizacijske kulture

Vođeni PART strategijom i u saradnji s agencijom Maverick Consulting, u Alma Ras smo započeli proces dubinske implementacije korporativnih vrijednosti kroz mentorski program, koji trenutno ulazi u svoju fazu finalizacije.

Cilj programa je osigurati da vrijednosti koje definišu našu organizaciju ne ostanu samo zapisane u dokumentima, već da postanu sastavni dio svakodnevnog ponašanja, odlučivanja i međuljudskih odnosa.

Kroz prve dvije faze, fokus je bio na edukaciji i razumijevanju, ambasadori pažljivo odabrani među uposlenicima, prošli su kroz niz radionica i aktivnosti koje su im omogućile da se povežu s vrijednostima kompanije na dubljem nivou. Osnajeni znanjem i konkretnim alatima, oni sada preuzimaju aktivniju ulogu u trećoj fazi programa, primjeni vrijednosti kroz svakodnevnu komunikaciju, inicijative unutar timova i prenošenje znanja kolegama.

Kroz ovaj proces već se bilježe pozitivne promjene, jača se međusobno povjerenje, motivacija i osjećaj pripadnosti. Ambasadori su postali nosioci kulture koja inspiriše, povezuje i vodi.

U nastavku programa slijedi evaluacija i planiranje dugoročnih aktivnosti koje će osigurati da vrijednosti ostanu temelj našeg rasta i saradnje, kako unutar kompanije, tako i u odnosima s partnerima i širom zajednicom.

POUZDANOST

STRUČNOST

FOKUSIRANOST

TRANSPARENTNOST

INOVATIVNOST I KREATIVNOST

PROFESIONALNOST

DOSLJEDNOST

We live values :

Mentoring program as the foundation of organisational culture

Guided by the PART strategy and in collaboration with Maverick Consulting, Alma Ras has begun a process of in-depth implementation of corporate values through a mentoring programme, which is currently entering its final phase.

The goal of the program is to ensure that the values that define our organisation do not just remain written in documents, but become an integral part of everyday conduct, decision-making, and interpersonal relationships.

Interni ambasadori



Nevaljalović Neira



Arnela Salibašić



Mersiha Hajduković



Ermin Osmanbašić



Hrnjić Edmin



Selma Čelebić

Jer su sjajni!

Internal ambassadors



Admir Karajčić



Memnuna Softić



Senida Pljug



Mubina Bučuk



Maida Čamdžić



Kenan Manso

Because they're amazing!

Alma Ras nastavlja s podrškom
ODRŽIVIM PROJEKTIMA :

EKO inicijative petu godinu zaredom

Kao kompanija koja dosljedno ulaže u održivost i razvoj zajednice, Alma Ras i ove godine nastavlja praksu podrške inovativnim i odgovornim rješenjima u oblasti ekologije i cirkularne ekonomije. Po peti put zaredom, raspisan je konkurs za EKO projekte s ciljem podsticanja reciklaže, ponovne upotrebe materijala i smanjenja industrijskog otpada.

Ova inicijativa dio je šire strategije društvene odgovornosti naše kompanije, s fokusom na konkretne, dugoročne i mjerljive promjene koje doprinose zaštiti okoliša i unapređenju kvaliteta života u zajednicama širom Bosne i Hercegovine.



Konkurs je otvoren za pravna lica iz svih sektora, bez obzira na djelatnost, a podršku će dobiti najperspektivniji projekti koji nude održiva rješenja za efikasnije upravljanje resursima.

Poseban akcenat stavljen je na projekte koji imaju pozitivan uticaj na zdravlje i dobrobit šire zajednice.



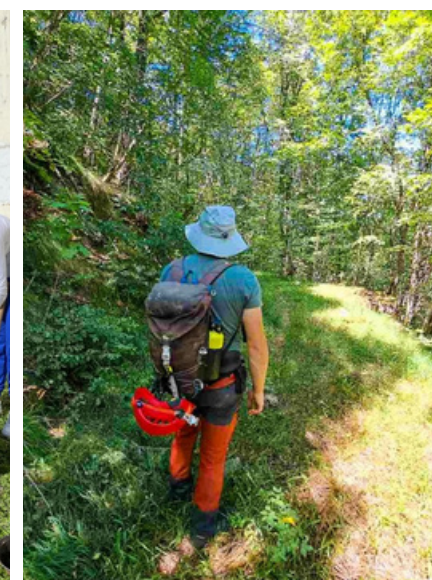
Alma Ras continues to support
SUSTAINABLE PROJECTS:

ECO initiatives announced for the fifth year in a row

As a company that consistently invests in sustainability and community development, this year Alma Ras continues the practice of supporting innovative and responsible solutions in ecology and circular economy. For the fifth time in a row, a competition for ECO projects has been announced with the aim of encouraging recycling, reusing materials, and reducing industrial waste. This initiative is part of our company's broader social responsibility strategy, with a focus on specific, long-term, and

measurable changes that contribute to environmental protection and improving the quality of life in communities across Bosnia and Herzegovina.

The competition is open to companies from all sectors, regardless of their activity, and support will be given to the most promising projects that offer sustainable solutions for more efficient resource management. *Special emphasis is placed on projects that have a positive impact on the health and well-being of the wider community.*



Summit direktora: **ZAJEDNO RASTEMO**

Alma Ras je održala dvodnevni Summit direktora i proširenog tima uposlenika, posvećen inovacijama, razvoju i međusobnom povezivanju.



CEO Summit: **GROWING TOGETHER**



Summit je otvoren predavanjem profesora Seada Delalića na temu *umjetne inteligencije* u poslovanju, koje je otvorilo nova razmišljanja o unapređenju internih procesa. Sa puno entuzijazma, Sedina Memagić je prezentirala interni *program mentorstva* čime je potvrđena naša strateška usmjerenost na znanje, ljude i dugoročni rast. Inspirativno izlaganje *vizije kompanije* za narednih pet godina Rasima Memagića, generalnog direktora dodatno je osnažilo zajedničku posvećenost unapređenju kvalitete i izgradnji snažne pouzdane budućnosti.

Neformalni dio programa, uključujući posjetu Jajcu i druženje u prirodi, dodatno je ojačao timski duh.

Ovakvi trenuci podsjećaju nas koliko su međuljudski odnosi važni za stvaranje održivih poslovnih rezultata. Vratili smo se puni energije, novih ideja i još snažnije motivisani da zajedno s partnerima nastavimo graditi pouzdane, dugoročne odnose.

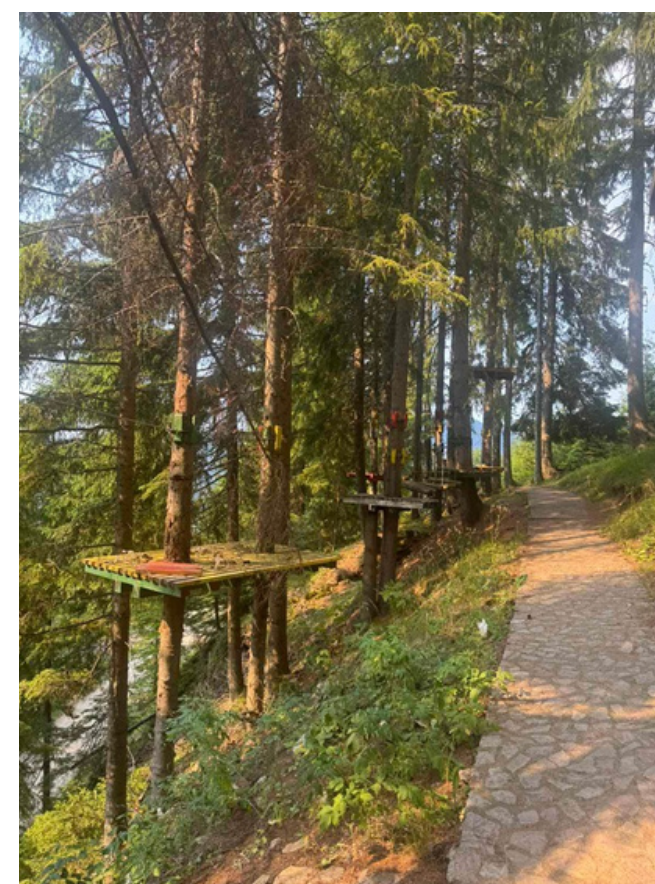
Alma Ras held a two-day Summit of CEOs and an extended team of employees, dedicated to innovation, development and networking.

The Summit was opened with a lecture by Professor Sead Delalić on the topic of *artificial intelligence* in business, which sparked new reflections on improving internal processes.

With great enthusiasm, Sedina Memagić presented the internal *mentorship program*, reaffirming our strategic focus on knowledge, people, and long-term growth.

An inspiring presentation of the company's five-year *vision* by Rasim Memagić, General Director, further strengthened our shared commitment to enhancing quality and building a strong and reliable future.

The informal part of the program, including a visit to Jajce and time spent in nature, further reinforced team spirit. Moments like these remind us of the importance of human connections in achieving sustainable business results. We returned energized, full of new ideas, and even more motivated to continue building reliable, long-term partnerships together.



Proizvodnja:

Naš pristup razvoju artikala za Triumph

Svaki projekat započinje detaljnom razmjenom početnih koncepata i potreba kupca, bilo da se radi o funkcionalnosti, dizajnu, materijalima ili rokovima.

Zahvaljujući otvorenoj i kontinuiranoj komunikaciji, naš zadatak je da sve te zahtjeve pretočimo u tehnička rješenja visoke preciznosti.

Nakon što se definiše osnovna ideja, naš tim preuzima inicijativu: izrađuju se tehnički crteži, biraju materijali prema specifikacijama kupca, izrađuju se prototipovi i sprovodi testiranje (fiting) u saradnji s Triumph timom, a sve s ciljem postizanja kvaliteta koji odgovara najvišim standardima brenda.

U ovom procesu ključnu ulogu ima bliska saradnja naših razvojnih, tehnoloških i proizvodnih timova, kao i stalna usklađenost sa Triumph-ovim stručnjacima.

Korak ispred – PROAKTIVNA PRIPREMA ZA PROIZVODNJU

Kako bismo dodatno ubrzali proces prelaska u fazu masovne proizvodnje, odobreni modeli su već izrađeni u tri osnovne boje: crnoj, bijeloj i bež. Ovaj korak omogućava brži nastavak realizacije odmah po finalnim potvrdama. U narednom periodu očekujemo kompletna odobrenja za sve preostale artikle, čime će biti otvoren put za izradu veličinskih setova i punu proizvodnju kompletne linije.

Naš partnerski odnos s kompanijom Triumph temelji se na principu

“OD IDEJE DO REALIZACIJE”

Takav pristup omogućava brzu reakciju na promjene, efikasno rješavanje izazova i preciznu isporuku u zadatim rokovima.

Posebno ističemo da razvoj nove linije sloggi Pure Comfort Lace H teče u skladu s planiranom dinamikom.



Production:

Our approach to product development for Triumph

Our partnership with Triumph is based on the principle of

“FROM IDEA TO IMPLEMENTATION”

Each project begins with a detailed exchange of initial concepts and customer needs, whether it's functionality, design, materials, or deadlines.

Owing to open and continuous communication, our task is to turn all these requirements into high-precision technical solutions.

Once the basic idea is defined, our team takes the initiative: technical drawings are created, materials are selected according to customer specifications, prototypes are made and testing (fitting) is carried out in cooperation with the Triumph team, all with the aim of achieving quality that meets the highest brand standards.

Close collaboration between our development, technology, and production teams, as well as continuous coordination with Triumph experts, plays a key role in this process. This approach ensures rapid response to changes, efficient resolution of challenges, and precise delivery within set deadlines.

One step ahead - PROACTIVE PREPARATION FOR PRODUCTION

In order to further speed up the process of moving into the mass production phase, the approved models are already made in three basic colours: black, white, and beige. This step ensures a faster continuation of the implementation immediately after the final confirmations. In the coming period, we expect complete approvals for all remaining items, which will pave the way for the creation of size sets and full production of the complete line.

U srcu Triumph Group:

Posjeta *Rasima Memagića*, generalnog direktora i Alma Ras tima novoj poslovnoj centrali



**Alma Ras je već više od
16 godina partner
kompanije Triumph
Group, gdje smo se
pokazali kao pouzdan,
snažan i jedan od
najvećih pojedinačnih
dobavljača.**

U junu smo posjetili novu centralu kompanije Triumph Group u Wallisellenu, predgrađu Ciriha. Riječ je o modernom prostoru osmišljenom za poticanje razvoja poslovnih ideja i inovativnih proizvoda. Ovaj strateški iskorak kompanije Triumph Group jasno pokazuje dugoročnu viziju, usmjerenost na stabilnost i kontinuirani razvoj, te šalje jasnu poruku da poslovni partneri mogu računati na pouzdanost i progresiju u budućnosti. U tom kontekstu, sastanci su dodatno potvrdili međusobno povjerenje, zadovoljstvo saradnjom i uspješnu realizaciju svih zacrtanih ciljeva.

***Ponosni smo na ovu
saradnju i zajednički put koji nastavljamo graditi***

At the heart of Triumph Group:

Visit by *Rasim Memagić*, CEO, and Alma Ras team to the new business headquarters

**Alma Ras has been a
partner of the Triumph
Group for more than 16
years, where we have
proven to be reliable,
strong, and one of the
largest individual
suppliers.**

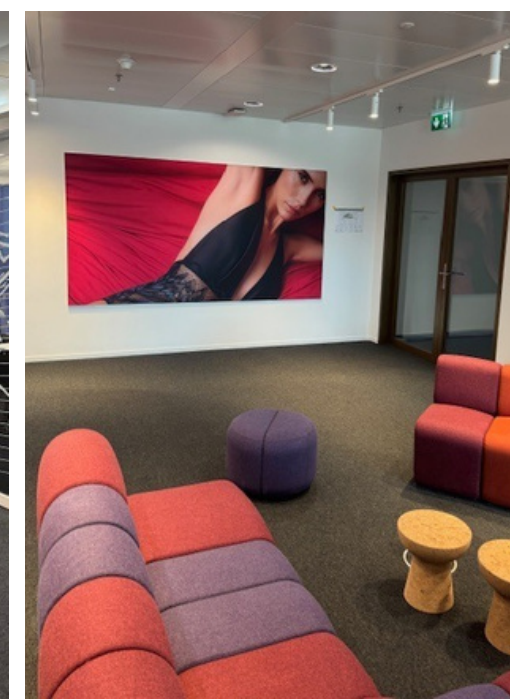
In June, we visited the new headquarters of the Triumph Group in Wallisellen, a suburb of Zurich. It is a modern space designed to encourage the development of business ideas and innovative products.

This strategic step by the Triumph Group clearly demonstrates a long-term vision, a focus on stability and continuous development, and sends a clear message that business partners can count on reliability and progression in the future.

In this context, the meetings further confirmed mutual trust, satisfaction with cooperation, and successful implementation of all set goals.



***We are proud of this cooperation
and the common path that we
continue to build.***





Selected from the collection: Swimwear

The new Alma Ras swimwear collection is designed with the desire that every body deserves a piece that flatters it. Carefully shaped cuts follow the body's lines and emphasise what is the most beautiful. One-piece models radiate elegance, while two-pieces invite you to play with styles, combine and adapt to your own taste.

What makes this collection special is the combination of look and feel - the swimwear is made of high - quality fabrics with UV

Iz kolekcije izdvajamo: Kupaći kostimi

Nova kolekcija kupaćih kostima Alma Ras dizajnirana je u želji da svako tijelo zaslužuje komad koji mu laska.

Pažljivo oblikovani krojevi prate liniju tijela i naglašavaju ono najljepše. Jednodijelni modeli zrače elegancijom, dok dvodijelni pozivaju na igru stilovima, kombinovanje i prilagođavanje vlastitom ukusu.

Ono što ovu kolekciju čini posebnom je spoj izgleda i osjećaja - kupaći kostimi su izrađeni od visokokvalitetnih tkanina s UV zaštitom i OEKO-TEX® certifikatom, otporni su na kreme, ulja i pijesak, a mekani i elastični materijali prate svaki tvoj pokret.

Paleta boja je pažljivo birana, nijanse koje laskaju tenu i daju dozu sofisticiranosti. Jer ljeto nije sezona za nesigurnosti. Ljeto je za ono poznato "wow" kad se pogledaš u ogledalo i pomisliš - *ovo sam baš ja.*

protection and OEKO-TEX® certification, they are resistant to creams, oils and sand, and soft and elastic materials follow your every move.

The colour palette has been carefully selected, shades that flatter the complexion and add a touch of sophistication. Because summer is not the season for insecurities. Summer is for that famous "wow" when you look in the mirror and think - *this is me.*

KUPAĆI KOSTIMI

2025.

SWIMWEAR





Novitet u kolekciji:

Komadi od kombinacije modala i svile

Uz kolekciju kupaćih kostima tu su i savršeni pratioci za ljetne trenutke.

Novitet ove sezone jeste linija **Maris**, koja se sastoji od kimona, širokih hlača uz haljinu, top i pareo.

Ovi komadi dizajnirani su tako da se može nositi na više načina – od statement komada, preko kupaćeg kostima, do elegantne kombinacije s topom i hlačama.

Fluidnost kroja i oversized silueta osiguravaju lakoću pokreta, čineći svaki trenutak opuštanja još ugodnijim.

U ovoj liniji svi komadi su izrađeni od luksuzne mješavine **modala i svile**.



New in the collection:

Pieces made from a combination of modal and silk

Along with the swimwear collection, we also have perfect companions for summer moments.

The novelty of this season is the **Maris** line, which consists of a kimono, wide pants with a dress, a top and a pareo.

These pieces are designed to be worn in many ways – from a statement piece to a swimwear, to an elegant combination with a top and trousers.

The fluidity of the cut and the oversized silhouette ensure ease of movement, making every moment of relaxation even more pleasant.

In this line, all pieces are made from a luxurious blend of **modal and silk**.





Loungewear **Monika**
kolekcija:

Pametna izbor za tople dane

Udobnost i sofisticiranost dolaze u obliku haljina, topova na bretele, bluza s V izrezom, širokih hlača i kimona, napravljenih od viskozne tkanine. Elegantni printovi dodaju posebnu notu svakodnevnim ljetnim kombinacijama.

Loungewear **Monika**
collection:

Smart choice for hot days

Comfort and sophistication come in the form of dresses, strapless tops, V-neck blouses, wide pants and kimonos, made from viscose fabric. Elegant prints add a special note to everyday summer combinations.



BILTEN / NEWSLETTER
IZDANJE / EDITION 04
Q2 - 2025.

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