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**Dragi partneri,
svaki kvartal donosi nove izazove,
ali i potvrdu da zajedno gradimo
stabilan i uspješan sistem, onaj koji
se oslanja na znanje, saradnju i
zajedničke vrijednosti.**

U ovom izdanju našeg biltena osvrćemo se na brojne uspjehe koji potvrđuju snagu tima Alma Ras. Od osvajanja prvog mjesta na **Young Energy Europe** takmičenju i predstavljanja Bosne i Hercegovine na svjetskoj sceni, do učešća na **Global Check-In** konferenciji o budućnosti **Cross-Border E-Commercea** dokazujemo da smo kompanija koja prati globalne trendove i aktivno učestvuje u oblikovanju promjena.

Kroz projekte poput **Industry Day #3 - Green Deal**, nastavljamo poticati održivi razvoj i inovacije, dok naš odjel nabave pokazuje kako se zajedničkim trudom i preciznim planiranjem mogu postići izuzetni rezultati.

Posebno sam ponosan na našu kontinuiranu podršku zajednici, kroz aktivnosti s udruženjima Think Pink i Srce za djecu oboljelu od raka, kao i ulaganja u sport, gdje podržavamo klubove koji inspirišu i povezuju ljude.

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



Takvi projekti podsjećaju nas da poslovni uspjeh ima smisao tek kada je u korak s odgovornošću.

U ovom broju donosimo i novitete iz našeg proizvodnog i kreativnog dijela poslovanja, lansiranje redizajniranog webshopa, novu jesen/zima kolekciju 2025/2026, unaprijeđenu BASIC liniju, te MANNERS Comfort kolekciju za muškarce u pokretu. Svaki od ovih projekata nastao je s istom misijom, da udobnost, kvalitet i dizajn ostanu temelj naše priče.

Hvala svima koji svakodnevno doprinose da naša priča traje i raste, dok zajedno gradimo budućnost u kojoj su inovacija, zajedništvo i odgovornost naše najvažnije vrijednosti.

In this edition of our newsletter, we look back on numerous achievements that highlight the strength of the Alma Ras team. From winning first place at the **Young Energy Europe** competition and representing Bosnia and Herzegovina on the world stage, to participating in the **Global Check-In conference** on the future of **Cross-Border E-Commerce**, we continue to prove that we are a company that follows global trends and actively takes part in forming changes.

Through projects such as **Industry Day #3 - Green Deal**, we continue to encourage sustainable development and innovation, while our procurement department demonstrates how exceptional results can be achieved through joint effort and precise planning.

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

**Dear partners,
Every quarter brings new challenges,
but also a confirmation that together
we are building a stable and successful
system - one that relies on knowledge,
collaboration, and shared values.**

I am especially proud of our ongoing support for the community - through activities with the associations Think Pink and Heart for the Kids with Cancer, as well as our investments in sports, where we support clubs that inspire and connect people. Projects like these remind us that business success only has true meaning when it goes hand in hand with responsibility.

In this issue, we also bring news from our production and creative departments - the launch of our redesigned web shop, the new 2025/2026 Autumn/Winter collection, the upgraded BASIC line, and the MANNERS Comfort collection for men on the go. Each of these projects was created with the same mission: to ensure that comfort, quality, and design remain the foundation of our story. Thank you to everyone who provides daily contribution to keeping our story alive and growing, as we continue building a future together where innovation, unity, and responsibility are our most important values.

ALMA RAS na Global Check-In konferenciji o budućnosti **CROSS-BORDER E-COMMERCE**

Bili smo na Global Check-In konferenciji u Poljskoj, koja se fokusira na trendove i strategije u Cross-Border E-Commerce poslovanju.

Program je uključivao keynote govore velikih kompanija poput **Amazona i Trendyola**, te teme o **AI-u, marketing automatizaciji i društvenoj prodaji**.

Na konferenciji je, ispred kompanije Alma Ras d.o.o., prisustvovao direktor prodaje i član Uprave Asmir Numanovic.



Posebna pažnja je posvećena tržištima u razvoju kao što su Turska, Balkan i CEE regija, naglašavajući njihove potencijale za dugoročni rast u digitalnom izvozu.

ALMA RAS at the Global Check-In Conference about the Future of **CROSS-BORDER E-COMMERCE**

We attended the Global Check-In Conference in Poland, which focuses on trends and strategies in Cross-Border E-Commerce.

The program included keynote speeches by major companies such as **Amazon and Trendyol**, as well as topics on **AI, marketing automation, and social selling**.

Asmir Numanović, Sales Director and Member of the Management Board, attended the conference as the representative of the company Alma Ras d.o.o.

Special attention was provided to emerging markets such as Turkey, the Balkans, and the CEE region, highlighting their potential for long-term growth in digital exports.

FINALNI DOGAĐAJ

YOUNG ENERGY EUROPE U SARAJEVU



Veliki ponos za naš tim i kompaniju Alma Ras!

Na finalnom događaju **Young Energy Europe** u Sarajevu, naš projekat **"Energoshift - energetske uštede u proizvodnji"** osvojio je prvo mjesto.

Slijedi Berlin!

Ova pobjeda nam donosi priliku da Bosnu i Hercegovinu predstavljamo na svjetskom finalu u Berlinu, rame uz rame s velikim kompanijama i sjajnim idejama. Predstavnici Alma Ras na ovom takmičenju bili su Alli Agbar Mašić i Dženan Hadrović, kojima čestitamo na izuzetnom uspjehu!

Zahvalni smo organizatorima, stručnom žiriju i svim učesnicima na inspirativnim projektima koji pokazuju da je zelena tranzicija u BiH itekako moguća i nezaustavljiva.

FINAL EVENT

YOUNG ENERGY EUROPE IN SARAJEVO

At the final event of **Young Energy Europe** in Sarajevo, our project **"Energoshift - Energy Savings in Production"** won first place.

This victory gives us the opportunity to represent Bosnia and Herzegovina at the world finals in Berlin, alongside major companies and brilliant ideas. Alli Agbar Mašić and Dženan Hadrović, whom we congratulate on their outstanding success, represented Alma Ras at this competition!

We are grateful to the organizers, the jury of experts, and all participants for their inspiring projects that show the green transition in Bosnia and Herzegovina is both possible and unstoppable.

Great pride for our team and the company Alma Ras!



Next stop - Berlin!

**Priče koje
inspirišu**

***Stories
that inspire***



PODRŠKA KOJU VOLIMO

Zajedno za plemenite ciljeve

Kompanija Alma Ras i ove je godine s ponosom bila dio humanitarnih aktivnosti koje spajaju zajedništvo, empatiju i podršku onima kojima je najpotrebnija.

Naša priča podrške počela je učlanjenjem u Alma Ras tim „Podrška koju volim“, u okviru manifestacije Think Pink “Race for the Cure”, koja promovira prevenciju i podiže svijest o borbi protiv raka dojke. Zajedno smo pozvali naše kolegice, kolege i partnere da nam se pridruže u ovoj plemenitoj misiji - da budemo glas podrške, ljubavi i solidarnosti prema svakoj ženi koja se bori i prema onima koje želimo sačuvati.

Tokom kampanje, kolegice u maloprodajnim buticima nosile su majice s porukom „Bona ne bila“. U svom izvornom značenju, ova poruka znači „Zdrava mi bila“, te na autentičan način poziva na brigu o sebi i vlastitom zdravlju.

Kupcima su dijeljeni i bookmarkeri s podsjetnikom na redovan pregled, kako bi se još jednom istakla važnost prevencije i ranog otkrivanja bolesti.

Dodatno, kompanija Alma Ras je donirala 10.000 KM za podršku aktivnostima Udruženja Think Pink, čime još jednom potvrđujemo našu dugogodišnju posvećenost ženama, prevenciji i zdravlju zajednice.

RACE
FOR THE
CURE.

27.09.2025.
SCC, Sarajevo



KRENI S NAMA,
TVOJ KORAK ZNAČI

Registruj se!

www.raceforthe cure.eu

and partners to join us in this noble mission - to be a voice of support, love, and solidarity for every woman who is struggling, and for those we wish to protect.

During the campaign, colleagues in retail boutiques wore T-shirts with the slogan “Bona ne bila.” In its original meaning, this phrase translates to “Wishing you good health” and encourages self-care and focus to one’s own health in an authentic way.

Customers were also given bookmarks reminding them to schedule regular check - ups, further emphasizing the importance of prevention and early detection.

Additionally, Alma Ras donated KM 10,000 to support the activities of the Think Pink Association, once again confirming our long-standing commitment to women, prevention, and the health of our community.



*Mala navika, velika razlika.
Jer, svaki pregled vrijedi.*

ALMA RAS

PODRŠKA UDRUŽENJU

“Srce za djecu oboljelu od raka”



Našu predanost društveno odgovornom djelovanju pokazali smo i kroz podršku Udrugu “Srce za djecu oboljelu od raka”, kupovinom više od 80 majica za njihove aktivnosti, ali i učestvovanjem naših uposlenika u trci i šetnji “Zlatni krug” u Visokom.

Osmijehom, koracima i zajedništvom, ispisali smo priču koja inspiriše i pokazuje koliko snaga zajedništva može značiti.

Jer, kada se srca ujedine, **podrška postaje ljubav**, a ljubav postaje snaga.



SUPPORT TO ASSOCIATION

“Heart for the Kids with Cancer”

We also demonstrated our commitment to socially responsible action through our support for the Association “Heart for the Kids with Cancer”, by purchasing over 80 T-shirts for their activities and through the participation of our employees in the “Golden Circle” race and walk in Visoko.

With smiles, steps, and togetherness, we wrote a story that inspires and demonstrates how powerful unity can be.

Because when hearts unite,
support becomes love, and love becomes strength.



Ulažemo u sport i zajedništvo

Kompanija Alma Ras i ove godine nastavlja s ulaganjem u razvoj sporta kroz podršku klubovima koji svojim rezultatima i zalaganjem inspirišu zajednicu.

***Ponosni smo sponzor
Fudbalskog kluba
Željezničar, jednog od
najuspješnijih sportskih
kolektiva u Bosni i
Hercegovini.***



**Naša posvećenost sportu
dio je šireg ulaganja u ljude,
energiju i zajedništvo koji
pokreću napredak.**

Kroz saradnju s ovim klubom, brend Manners zauzeo je svoje mjesto na dresu Plavih, predstavljajući spoj sportskog duha i modernog izraza.

Podržali smo i NK Stupčanicu Olovo, klub iz grada u kojem je započela priča Alma Ras, kao znak zahvalnosti i podrške lokalnoj zajednici iz koje potičemo.

„Bez podrške sponzora poput kompanije Alma Ras, bilo bi teško postići impresivne rezultate koje bilježimo posljednjih sezona. Njihova kontinuirana podrška ključna je za napredak naše škole fudbala i prvog tima, sada vodećeg u Prvoj ligi Federacije BiH,” rekao je Semir Degirmendžić, predsjednik Uprave NK Stupčanica.

Investment in Sports and Fellowship

This year as well, Alma Ras continues to invest in the development of sports by supporting clubs whose achievements and dedication inspire the community.

***We are a proud sponsor of
the Football Club
Željezničar, one of the most
successful sports teams in
Bosnia and Herzegovina.***

Through our collaboration with this club, the Manners brand has found its place on the Blue Team's jersey, representing a blend of sportsmanship and modern expression.



We also supported FC Stupčanica Olovo, the club from the town of origin of Alma Ras – as a sign of gratitude and support to the local community in which we started.

“Without the support of sponsors like Alma Ras, it would be difficult to achieve the impressive results we've recorded in recent seasons. Their continuous support is key to the progress of our football academy and the first team, which now leads the First League of the Federation of BiH,” said Semir Degirmendžić, President of the Management Board of FC Stupčanica.



**Our commitment to sports is part of a broader investment in
people, energy, and unity - the forces that drive progress.**

Alma Ras nastavlja s podrškom
ODRŽIVIM PROJEKTIMA :

Odabrali smo dva projekta u okviru inicijative *“Priroda koju volim”*

Nakon završetka petog po redu konkursa za eko inicijative, Alma Ras nastavlja svoju misiju podrške održivim i društveno odgovornim projektima koji doprinose razvoju zajednice i očuvanju okoliša.

Ove godine kompanija je odabrala dva projekta koja će dobiti podršku, **SOUL BUSINESS**, mali obrt koji pruža priliku nezaposlenim ženama, te **CROPS**, Centar za rehabilitaciju osoba ovisnih o psihoaktivnim supstancama.

Oba projekta svojim djelovanjem doprinose stvaranju pozitivnih društvenih promjena i jačanju zajednica, čime se dodatno potvrđuje opredijeljenost kompanije Alma Ras ka održivom razvoju i društvenoj odgovornosti.



Alma Ras continues to support
SUSTAINABLE PROJECTS:

Two Projects We Selected under the *“Nature I Love”* Initiative

Following the completion of the fifth eco-initiative competition, Alma Ras continued its mission of providing support to sustainable and socially responsible projects that contribute to community development and environmental preservation.

This year, the company selected to provide support to two projects: **SOUL BUSINESS**, a small enterprise that provides opportunities for unemployed women, and **CROPS**, a center for rehabilitation of persons addicted to psychoactive substances.

Both projects contribute to creating positive social change and strengthening communities, further reaffirming the commitment of Alma Ras to sustainable development and social responsibility.

GREEN DEAL



Kompanija Alma Ras otvorila je pozive za učešće na trećem izdanju projekta Industry Day, koji ove godine nosi temu “Green Deal.”

Cilj projekta je promocija **održivog dizajna** kroz inovativna i odgovorna rješenja koja doprinose **očuvanju okoliša i razvoju cirkularne ekonomije**.

Na poziv se mogu prijaviti **profesionalni i diplomirani dizajneri iz oblasti industrijskog, produkt, modnog, arhitektonskog i komunikacijskog dizajna, kao i interdisciplinarni kreativci**. Projekti trebaju demonstrirati principe održivosti, inovativnosti i funkcionalnosti te nuditi konkretna rješenja primjenjiva u industrijskoj praksi.



Poziv je otvoren u tri ciklusa prijava
od 16. juna do 7. decembra 2025. godine

Odabrani kandidati dobit će priliku za razvoj svojih ideja uz podršku stručnog tima i partnera.

Alma Ras has initiated a call for applications to participate in the third edition of the Industry Day project, which is this year held under the theme “Green Deal.”

The goal of the project is to promote **sustainable design** through innovative and responsible solutions that contribute to **environmental preservation and the development of a circular economy**.

The call is intended for **professional and graduate designers in the fields of industrial, product, fashion, architectural, and communication design, as well as interdisciplinary creative artists**. Projects should demonstrate the principles of sustainability, innovation, and functionality, and offer practical solutions applicable in industrial practice.

The call for applications is open in three cycles,
from June 16 to December 7, 2025

Selected candidates will have the opportunity to develop their ideas with the support of an expert team and project partners.

AMBASADORI KORPORATIVNIH VRIJEDNOSTI:

Program koji je pretvorio vrijednosti u svakodnevnu praksu

U Alma Ras vjerujemo da se kultura ne gradi prezentacijama, nego ljudima, njihovim ponašanjem, postupcima i primjerom. Upravo zato smo pokrenuli **Mentorski program Ambasadora korporativnih vrijednosti**, stratešku inicijativu usmjerenu na oživljavanje naših vrijednosti u svakodnevnom radu.

Program je kreiran u skladu s preporukama PART strategije, a realizaciju projekta vodila je Sedina Hasković, dok su mentorsku podršku i vođenje programa dale Nermina Kadrić i Nežma Nurudinović. Kroz mjesecima pažljivo osmišljen rad sa ambasadorima, pružena je edukacija, alati, smjernice i stalna podrška kako bi vrijednosti postale ponašanje, a ne parola.

Naši ambasador / Our Ambassadors

Prvu generaciju ambasadora čine inspirativni pojedinci koji su prepoznati kao uzori, profesionalci i pozitivni pokretači timova:

The first generation of ambassadors is comprised of inspired individuals that were recognized as role models, professionals and positive team drivers:



Selma Čelebić



Ermin Osmanbašić



Maida Čamdžić



Arnela Salibašić



Senida Pljug



Mubina Bučuk



Kenan Manso



Memnuna Softić



Hrnjić Edmin



Admir Karajčić



Neira
Nevaljalović



Mersiha
Hajduković

Njihova uloga bila je da budu primjeri vrijednosti u praksi, motivatori i glas svojih timova.

Their role consisted of setting an example of values in practice, motivators and voices of their teams.

CORPORATIVE VALUE AMBASSADORS:

The program that transformed values in daily practice

At Alma Ras, we believe that culture is not built through presentations, but through people — their behavior, actions, and example. That is precisely why we launched the **Mentorship Program for Corporate Values Ambassadors**, a strategic initiative aimed at bringing our values to life in everyday work.

The program was created in accordance with the recommendations of the PART strategy, and the project implementation was led by Sedina Hasković, while Nermina Kadrić and Nežma Nurudinović provided mentoring support and program guidance. Through months of carefully designed work with the ambassadors, participants were provided with education, tools, guidelines, and ongoing support - so that our values would become lived behavior, not just a slogan.

Šta smo radili - metodologija i alati

Program je proveden u četiri faze: uvod i razumijevanje vrijednosti, praktična primjena, internog vođenja inicijativa i evaluacije. Korišteni alati uključivali su:

- Upitnike za samorefleksiju
- Memory igru za razumijevanje vrijednosti
- Dnevnik aktivnosti
- Simbolične podsjetnike (šolje, rokovnici)



Mentorski program rezultati

Ambasadori su proveli mini radionice unutar svojih timova, kroz praktične vježbe za svaku vrijednost. Neke od njih:

Pouzdanost: „Krug podrške“

Svaka osoba u timu je rekla u čemu se može osloniti na svog kolegu/icu.

Rezultat: jačanje povjerenja, prepoznavanje „nevidljivih heroja“ svakog dana.

Primjeri:

Dopuna aparata za vodu

Pomoć kolegama bez traženja

Briga o prostoru i zajedničkim resursima

Transparentnost: „Uputstvo bez uputstva“

Vježba jasne komunikacije kroz opisivanje crteža bez pokazivanja slike.

Zaključak: jasna, pravovremena i precizna komunikacija ubrzava rad i smanjuje stres.

Fokusiranost: „Tiha zona“ i rotacija uloga

Testirane metode povećanja koncentracije, tihi sat rada, fokus muzika i smjena uloga.

Rezultat: bolje razumijevanje tuđih odgovornosti, uticaja na efikasnosti i manje grešaka.

Stručnost: „Stručnjaci u akciji“

Kolege su snimile video kratke edukacije o praktičnim trikovima iz svog posla.

Rezultat: razmjena znanja, veće međusobno poštovanje i samopouzdanje u timovima.

Profesionalnost: kreiranje timskog kodeksa

Tim je definisao konkretna ponašanja profesionalizma.

Rezultat: jasna očekivanja, veći osjećaj odgovornosti.

Inovativnost I kreativnost: “Kreativne kartice”

Zaposlenici su odgovarali na pitanja poput „Šta bi promijenio da si danas direktor?“.

Rezultat: pokrenuta kultura ideja i unapređenja procesa.

Dosljednost: razgovor o malim disciplinama koje grade povjerenje

Timovi su kroz vođenu diskusiju analizirali kako dosljednost izgleda u njihovoj svakodnevici, koje navike je održavaju i zašto je važna u radu. Prepoznali su je kroz primjere poput: poštivanje rokova i dogovora, redovno praćenje procesa i održavanje ritma, održavanje standarda bez obzira na okolnosti, odgovornost prema zajedničkim ciljevima, podsjećanje drugih na važne obaveze, čuvanje kvaliteta kroz rutinu i pažnju.

Our Activities - Methodology and Tools

The program was implemented in four phases: introduction and understanding of values, practical implementation, internal management of initiatives and evaluation. Used tools included the following: Korišteni alati uključivali su:

- **Self-reflection Questionnaires**
- **Memory Game for Understanding Values**
- **Activity Journals**
- **Symbolic Reminders (mugs, notebooks)**



Mentor Program Results

Ambassadors implemented mini workshops in their teams through practical exercises for every value. Some of which are:

Reliability: “Support circle”

Every individual in the team stated how they can rely on their colleague.

Result: strengthening trust, daily recognition of “invisible heroes”.

Examples:

Filling the watermaker

Offer help to colleagues without being asked

Care of space and common resources

Transparency: “Guidance without instruction”

Clear communication exercises by describing images without visually presenting them.

Conclusion: clear, timely and precise communication contributes to efficacious work and reduces stress.

Focus: “Quite zone” and role rotation

Tested methods for increased focus, quiet hour for work, music focus and changing roles. Result: better understanding of others’ responsibilities, influence on efficiency and reducing mistakes.

Expertize: “Experts in action”

Colleagues made a short educational video on practical tricks in their field of work.

Result: knowledge exchange, greater mutual respect and confidence in teams.

Professionalism: creating a team code

The team defines concrete professional behaviors.

Result: clear expectations, greater sense of responsibility.

Innovation and creativity: “Creative cards”

Employees replied to questions such as “What would you change if you became a manager today?”. Result: initiate culture of ideas and process improvement.

Consistency: Discussion on smaller trust-building disciplines

Teams used directed discussion to analyze how consistency looks in their day-to-day life, through habits that maintain it and why it is important in work. It was acknowledged through examples such as: following deadlines and agreements, regular process monitoring and maintaining the rhythm, maintaining standards regardless of the circumstances, responsibility toward common goals, reminding others of important obligations, preserving quality through routine and attention.

Šta smo postigli

Ovaj program donio je mjerljive i duboke efekte:

- **Jačanje povjerenja i timske podrške**
- **Veću transparentnost i otvorenost u komunikaciji**
- **Motivisanost i osjećaj pripadnosti**
- **Aktivno ponašanje u skladu s vrijednostima**
- **Razvijanje novih internih lidera kulture**



Učesnici su rekli da su tek kroz radionice osvijestili koliko su vrijednosti važne i koliko se cijene. Jedan od komentara bio je:

„Nismo bili svjesni koliko se vrijednosti žive dok ih nismo osvijestili i počeli govoriti o njima.“

ZAKLJUČAK

Ovaj program nije bio edukacija, to je pokret.

Pokret u kojem vrijednosti postaju praksa, a ljudi dobijaju prostor da zasijaju.

Ambasadori su svojim radom ispisali važno poglavlje u kulturi Alma Ras. Kao trajno priznanje, uručena im je potvrda o ulozi ambasadora, koja će biti zabilježena u njihovom poslovnom dosjeu, znak poštovanja za hrabrost, energiju i istinsko vođenje primjerom.

Kroz male korake nastaju velike promjene, a mi smo ih već pokrenuli!
Program ostavlja trajno naslijeđe: mrežu ambasadora, prakse koje ostaju i tim koji vjeruje jedni u druge i u vrijednosti koje dijeli.

Our Achievements

This program resulted in measurable and profound effects:

- **Strengthening trust and team support**
- **Greater transparency and openness in communication**
- **Motivation and sense of belonging**
- **Active behavior in accordance with values**
- **Developing new internal cultural leaders**

Participants stated that the workshops raised their awareness of importance and appreciation of values. One of the comments was:

“We were unaware of how much we live our values until we raised awareness and started talking about them.”

CONCLUSION

This program was not an education, it is a movement. The movement in which values become practice, and people gain access to space to shine.

Ambassadors through their work wrote an important chapter in the Alma Ras culture. As a permanent recognition, they received a certificate on the role of the ambassador, which will be recorded in their business files, as a sign of respect for courage, energy and genuine leadership through example.

Small steps generate great changes, and we have already initiated them! The program offers permanent heritage: a network of ambassadors, remaining practices and team that believe in each other and in the values it shares.

Odjel nabave ostvario zapažene rezultate u Q3

Kada tim diše kao jedno, rezultat ne može izostati!

U trećem kvartalu, tim nabave predvođen Himzom Karajčićem pokazao je da se uz dobru organizaciju, posvećenost i malo timske “magije” može postići mnogo.

Fokus, transparentnost i dosljednost nisu bile samo riječi na papiru, već svakodnevna praksa koja je donijela izvanredne rezultate.



Kroz precizno planiranje, pravovremene isporuke i odličnu komunikaciju s partnerima, nabava je osigurala potpuni kontinuitet u isporukama za programe **Triumph i Calida**. Zahvaljujući tome, proizvodnja je tekla glatko, bez zastoja, nervoze i onih poznatih ‘last minute’ situacija.

Uz to, objedinjavanjem narudžbi i optimizacijom procesa, troškovi transporta svedeni su na svega **2,33%** ukupne nabave u augustu, što je dokaz da se pametno planiranje itekako isplati!

Veliki doprinos dala je i **krojačnica**, koja je preuzimanjem materijala bez kašnjenja i uz dobru organizaciju rada dodatno pojačala ritam efikasnosti. A da bi sve to funkcionisalo skladno, pobrinula se **planska služba**, važna karika koja povezuje sve dijelove lanca i čini da materijal i informacije teku poput dobro uštimane mašine.

Još jednom se pokazalo da uspjeh nije stvar slučajnosti, on nastaje kada svako zna svoju ulogu, kada komunikacija teče. Jer, kad se sve uskladi, rezultat je stabilnost, ušteda i uspjeh koji se s razlogom slavi!

Notable Results by the Procurement Department in Q3

When a team operates in synergy, success is inevitable!

In the third quarter, the procurement team, led by Himzo Karajčić, proved that through good organization, dedication, and a bit of team “magic,” great things can be achieved. **Focus, transparency, and consistency** were not just words on paper, but part of everyday practice that delivered outstanding results.

Through precise planning, timely deliveries, and excellent communication with partners, the procurement team ensured complete continuity in supplies for the **Triumph and Calida** programs. Thanks to their efforts, production ran smoothly – without delays, stress, or those notorious last-minute situations.

Additionally, by consolidating orders and optimizing processes, transport costs were reduced to just **2.33%** of total procurement in August, proving that smart planning definitely pays off!

A major contribution also came from the **tailoring department**, which, by taking over materials without delay and maintaining good **work organization**, further strengthened the rhythm of efficiency. And to make sure everything ran harmoniously, the planning department played its vital role – as the key link connecting all parts of the chain and ensuring that materials and information flowed like a well-tuned machine.

Once again, it was demonstrated that success is no coincidence, but that it happens when everyone knows their role and communication flows seamlessly. When everything aligns, the result is stability, savings, and success worth celebrating!

ALMA RAS LANSIRALA REDIZAJNIRANI WEBSHOP

U skladu s kontinuiranim razvojem i usmjerenošću ka modernizaciji poslovanja, Alma Ras je lansirala potpuno redizajniran webshop, koji korisnicima donosi jednostavnije, brže i preglednije online iskustvo.

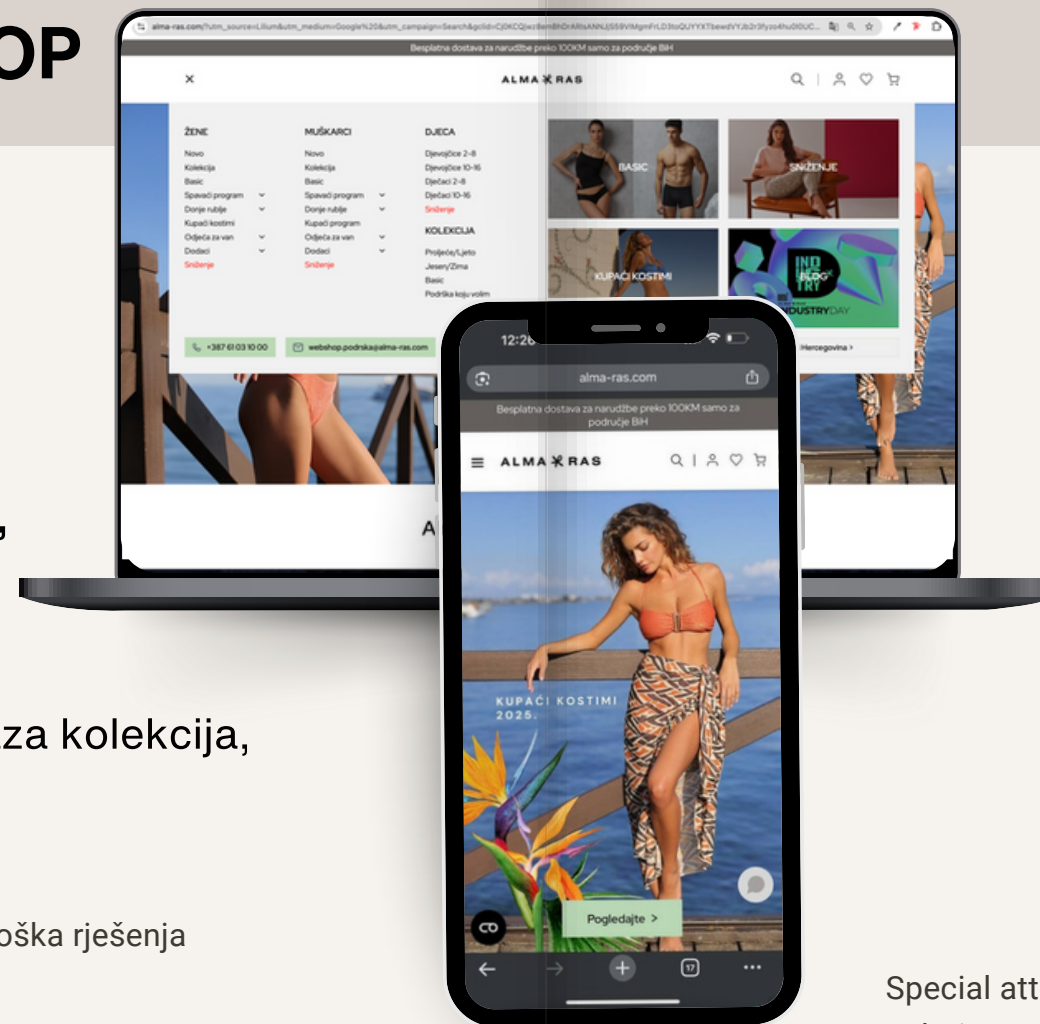
Pod sloganom „**Brže, lakše i jednostavnije**“, nova platforma razvijena je s ciljem unapređenja korisničkog iskustva, od intuitivnog pretraživanja i preglednog prikaza kolekcija, do lakšeg odabira proizvoda i veličina.

Poseban fokus stavljen je na funkcionalnost, dizajn i tehnološka rješenja koja kupovinu čine što ugodnijom i efikasnijom.

„Željeli smo stvoriti prostor koji prati potrebe savremenog kupca, da kupovina bude brza, laka i jednostavna, ali i da ponudi više, od ugodnog iskustva, pažljivo odabranih proizvoda, ali i dodatne benefite koji pokazuju koliko cijenimo povjerenje koje nam kupci svakodnevno ukazuju“, poručuju iz Alma Ras tima.

Redizajnirani webshop donosi poboljšanu preglednost kolekcija za žene, muškarce i djecu, te inspiraciju za svakodnevne modne kombinacije. Ovaj projekt potvrđuje posvećenost Alma Ras brenda digitalnim inovacijama, razvoju i kvalitetu usluge, s jasnim fokusom na stvaranje dodane vrijednosti za kupce i partnere.

Posjetite novi alma-ras.com i upoznajte unaprijeđeno online iskustvo, za *Dodir koji volimo*.



ALMA RAS LAUNCHES REDESIGNED WEB SHOP

In line with its continuous development and commitment to modernizing business operations, Alma Ras has launched a completely redesigned web shop, offering users a simpler, faster, and more intuitive online experience.

Under the slogan “**Faster, Easier and Simpler,**” the new platform was developed with the goal of enhancing the customer experience – from intuitive navigation and a clear display of collections to easier product and size selection.

Special attention was provided to functionality, design, and technological solutions that make shopping as pleasant and as efficient as possible.

“We wanted to create a space that keeps up with the needs of the modern customer – where shopping is quick, easy and simple, but offers more: a pleasant experience, carefully selected products, and additional benefits that demonstrate how much we value the trust our customers place in us every day,” stated the Alma Ras team.

The redesigned web shop provides improved visibility of collections for women, men, and children, along with inspiration for everyday fashion combinations. This project reaffirms the dedication to digital innovation, development, and service quality of the Alma Ras brand, with a clear focus on creating added value for customers and partners.

Visit the new alma-ras.com and discover an enhanced online experience - for the touch we love.

Alma Ras jesen zima kolekcija 2025/ 2026.

Spoj udobnosti, kvaliteta i bezvremenskog dizajna

Nova sezona u Alma Ras donosi kolekciju koja podiže standarde udobnosti i kvaliteta, uz pažljivo birane materijale, sofisticirane tonove i prepoznatljive čipkaste detalje. Kreirana s ciljem da prati potrebe savremene žene tokom cijelog dana, kolekcija objedinjuje donje rublje, pidžame i lounge komade u kojima se udobnost i stil prirodno prožimaju.

AR tim iz razvoja i dizajna posvetio je posebnu pažnju izboru tkanina, od organskog rib pamuka, pamuka, satena i viskoze, kako bi svaki komad pružio osjećaj mekoće, prozračnosti i dugotrajne izdržljivosti. Kolekciju krasi sezonske nijanse aqua, teget, zelene, mocha mouse, crne i burgundy, koje donose toplinu i eleganciju jesenjih dana.

Kao i uvijek, kvalitet Alma Ras rezultat je tradicije, ručne izrade i pažnje prema svakom detalju. Nova kolekcija potvrđuje da udobnost, funkcionalnost i dizajn mogu činiti savršen spoj, od prvog jutarnjeg trenutka do mirnog sna.



Autumn/Winter 2025/2026 Collection

Amalgam of Comfort, Quality and Timeless Design

The new season at Alma Ras brings a collection that raises the standards of comfort and quality, featuring carefully selected materials, sophisticated tones, and signature lace details. Created to meet the needs of the modern woman throughout her entire day, the collection combines lingerie, pajamas, and loungewear pieces in which comfort and style merge seamlessly.

The AR design and development team devoted special attention to the selection of fabrics – from organic rib cotton, cotton, satin, and viscose – ensuring that each piece provides a touch of softness, breathability, and endurance.

The collection is enriched with seasonal shades of aqua, navy, green, mocha mousse, black, and burgundy color, bringing warmth and elegance to autumn days.

As always, the quality of Alma Ras is the result of tradition, craftsmanship, and attention to every detail. The new collection reaffirms that comfort, functionality, and design can form the perfect harmony – from the first morning rush to the calm of restful sleep.



NOVA Alma Ras BASIC linija

Tvoj početak i kraj dana

Predstavili smo unaprijeđenu BASIC liniju koja donosi vanvremensku jednostavnost, udobnost i dugotrajnost. U svijetu brzih trendova, ova linija potvrđuje vrijednost klasičnih komada koji traju, pružajući pouzdanost i lakoću nošenja tokom cijelog dana.

Svaki model izrađen je od pažljivo odabranih materijala, s naglaskom na prirodne tkanine, oblikovan da traje i odgovori na stvarne potrebe potrošača. Poboljšanja u novoj BASIC liniji rezultat su direktnih povratnih informacija kupaca, što potvrđuje našu stalnu posvećenost slušanju tržišta i unapređenju proizvoda.

Promocijom nove BASIC linije željeli smo istaknuti da kada kupci biraju kvalitet biraju trajno, a samim tim i pametno. Ovakav pristup ne znači samo ulaganje u dugoročni komfor, već i odgovoran izbor koji doprinosi očuvanju resursa i smanjenju prekomjerne potrošnje.

NEW Alma Ras BASIC Line

Start and End of Your Day

We have introduced an enhanced BASIC line that brings timeless simplicity, comfort, and durability. In a world of fast-changing trends, this line reaffirms the value of classic pieces that last, offering reliability and comfort throughout the day.

Each model is made from carefully selected materials, with an emphasis on natural fabrics, designed to last and to meet the real needs of consumers.

The improvements in the new BASIC line are the result of direct customer feedback, confirming our ongoing commitment to respond to the market and continuously improve our products.

With the promotion of the new BASIC line, we wanted to highlight that when customers choose quality, they are choosing something lasting – and therefore, smart.

Such an approach represents not only an investment in long-term comfort but also a responsible choice that contributes to resource conservation and the reduction of excessive consumption.

COMFORT MANNERS

Nova linija udobnosti za muškarce u pokretu

U skladu s aktuelnim trendovima koji brišu granice između poslovnog, sportskog i svakodnevnog stila, Alma Ras predstavila je **MANNERS Comfort** liniju namijenjenu muškarcima koji cijene udobnost, funkcionalnost i jednostavnost dizajna.

Ova linija spaja visokokvalitetne materijale i minimalistički pristup dizajnu, stvarajući osnovu svakodnevnog komfora za savremenog muškarca. Kolekcija obuhvata pet ključnih komada: bokserice s dužom i kraćom nogavicom, potkošulju, te majice s V i O izrezom. Dostupni su u tri univerzalne boje, crnoj, bijeloj i skin nijansi, a koje se lako uklapaju u različite stilove i prilike. Kombinacija pamuka i elastana osigurava savršenu ravnotežu između lakoće, elastičnosti i prozračnosti. Zahvaljujući ultratankom finišu rubova, osjećaj udobnosti je dodatno naglašen, čineći svaki komad idealnim izborom za cjelodnevno nošenje, od poslovnih obaveza do sportskih aktivnosti.

New Line of Comfort for Men on the Go

In line with current trends that blur the boundaries between business, sports, and everyday style, Alma Ras has introduced the **MANNERS Comfort** line, designed for men who value comfort, functionality, and simplicity of design.

This line combines high-quality materials with a minimalist design approach, creating the foundation of everyday comfort for the modern man. The collection includes five essential pieces: longer and shorter boxer shorts, an undershirt, and T-shirts with a V-neck and crew-neck (O-neck) cut. They are available in three universal colours - black, white, and skin tone - which easily fit into various styles and occasions.

The combination of cotton and elastane ensures the perfect balance between lightness, elasticity, and breathability. Thanks to the ultra-thin edge finish, the feeling of comfort is further enhanced, making each piece of clothing an ideal choice for all-day wear – from business tasks to sports activities.



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