

Violeta

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Majčinska pažnja i
vrhunska tehnologija za vas!

Mama i Violeta
brinu za moju
budućnost



Market

Violeta, as the most popular domestic brand in Bosnia-Herzegovina, has been around since 2001 and has successfully been satisfying the highest hygienic demands of consumers.

With the high quality of its premium class products, Violeta has reached and surpassed the level of most multinational brands on the market, despite the fact that some of the foreign brands presented generic product names for certain categories of products.

Diapers, sanitary pads,

toilet paper, paper towels, wet wipes, napkins and tissues are categories of hygienic products where Violeta with its own premium class products has a leading role. Violeta is as well the only brand with a complete assortment of hygienic products.

With its products, Violeta has furthermore become one of the leading hygienic brands in the region, particularly in Croatia, Macedonia and Montenegro.

Achievements

From the very beginning Violeta was faced with powerful competition that had years of experience in the production and development of new products.

From its starting phase of reaching the level of strong brands, Violeta has become a brand that is setting the trends on the hygienic products market.

With its modern technology, its constant modernization of business methodology and the implementation

of state-of-the-art scientific achievements, Violeta has managed to raise the criteria for hygienic products on the domestic market to a very high level.

With its constant innovations successfully applied to the use of its products, Violeta has become a brand that consumers loyally choose as their favorite brand.

History

The construction of a modern factory for hygienic products began in 2001 in Grude. From the very beginning, there was a plan for the expansion, increased capacities and the production of several different hygienic products using completely different technology. The vision of creating a modern company as the leading manufacturer of premium class hygienic products in the region began to take shape. The export of Violeta's first products into Germany, Sweden, Libya, Jordan and all countries of the region started at the beginning of 2003.

After these products, the company launched new production lines and began manufacturing wet wipes, napkins and diapers, as well as assortments of sanitary pads and party liners at the beginning of 2008.

With these categories of products, the company fulfilled its vision of being the most successful



domestic brand of hygienic products with the most complete assortment.

Plans for the future are based on gained experience and new visions focused on consumer satisfaction. In the next three years, Violeta is planning to launch even more modern production lines for the manufacturing of toilet paper and other products. The first such production line will be launched in 2010.

Product

Violeta has understood the messages of the modern market and, very efficiently, turns them into new, innovative products that are company's trademark.

With their softness and scents of chamomile, lavender and mint, not present on the market at the time, Violeta's tissues immediately have become recognizable.

Wet wipes for children and wet toilet paper contain high quality components such as aloe vera, calendula and other vitamin ingredients for skin care.

AntiAkne wet wipes are Violeta's first big step in innovation.

One of the most complicated products within Violeta hygiene assortment, based on the structure and purpose are children's diapers. Violeta team created the complete design and branding.

Recent Developments

At the beginning of 2008, Violeta started the production and sales of sanitary pads and panty liners. In the research stage of the project, it was extremely difficult to achieve and beat quality standards of currently sold products in Europe.

Violeta set two goals: to create premium products with exceptional characteristics and quality and to create a new additional value and benefit for the consumer.

In collaboration with a German producer of sanitary napkins line, Violeta has developed an applicator that places a wet wipe on every sanitary pad during the manufacturing phase.

With this wet wipe and new, innovative materials, both set goals have been achieved, as well as the concept of "complete hygiene" for every woman.

Violeta sanitary pads, as well as children's diapers,



have been rated as grade A products by the Courtray independent laboratory in Paris.

The application and introduction of standards in current business and new products has improved the functionality of the process and has enabled the achievement of goals that have been set high.

Promotion

Having customers understanding and using Violeta's hygienic products is the main factor in planning communication strategy.

In the modern concept of creating the brand, the planning of a marketing and communication strategy was included in the creation of the brand and a new product from the very beginning.

Exceptionally high loyalty of consumers is also present, which is an acknowledgment of quality and a differentiation from the competition.

The latest concept in Violeta is the creation of new products by combining several products into one, which is logically adapted to the real needs of the consumer.

Brand Values

By using Violeta products, consumers are doing something for themselves, their hygiene and health. Violeta products have drawn the highest standards in hygiene closer to every consumer. Along with the high functionality and quality of the products, every buyer also gets additional values, such as a wet wipe in sanitary pads.

Violeta is a family brand in which buyers have great confidence.

www.violeta.ba



THINGS YOU DIDN'T KNOW ABOUT...

Violeta

- Violeta was the first company in Bosnia and Herzegovina selling wet toilet paper, thus raising standards in hygiene.
- Violeta was the first one producing scented toilet paper in Bosnia and Herzegovina.
- Violeta was the first one selling diapers with elastic bands and lotion in Bosnia and Herzegovina.
- Every second one Violeta children's wet wipe is being used in Bosnia and Herzegovina.
- Over 150 million Violeta diapers were produced from the beginning of 2009.
- Each and every Violeta diaper and sanitary pad are photographed during production for quality control.
- Every newborn in Bosnia and Herzegovina gets a Violeta gift package and their first personal birthday card on their 1st birthday.

