



Welcome to Ilirija's world!



President
Danijel Petrovič

FACT BOX



FULL NAME:

Ilirija d.d.

PRESIDENT:

Danijel Petrovič

OPERATIONS: Development, Production and marketing of cosmetics

ESTABLISHED:

1908

EMPLOYEES:

aprox 200

TURNOVER:

20 mio €

www.ilirija.com

The Association of Cosmetics and Detergents Producers of Slovenia global body contouring market has seen continuous growth over the past few years. Different product categories are showing the highest levels of growth. Market share for fragrances is also growing, which is thought to reflect a wider availability of products and a shift in Consumer habits. Indeed Slovenian Consumers, are growing increasingly savvy when it comes to purchasing. Consumers are becoming more and more aware in terms of the differences of quality and the composition of the products. Price is now not the only purchasing decision factor, but is combined with the need for known and trusted brand names and the awareness and desire for certain niche categories such as natural cosmetics – although this market is still very small. Who is the most trusted company in Slovenia? The answer is much more obvious: Ilirija.

Ilirija- a dynamic and quickly adaptable company

Ilirija has experienced many important events and turning points, in it's over century long existence. In 2003 the company was placed on the aforementioned list even before the business year began. On January 1st 2003 the helm of the company was passed on to a new management. They immediately began a thorough restructure of the company. The new management's strategic goal was to change the emphasis from production to a flexible market orientation, thus enabling Ilirija to compete in this highly competitive industry. The main goals for this change being: higher productivity, optimizing the production processes and distribution, hiring new personnel, renovate the organization culture as well as combine and reposition brands. The realization of these goals is also reflected in the business

results the company has achieved and which have improved during this last period and therefore proving the appropriate steps towards reaching the goals are being taken. The future favours the contemporary companies with their equally contemporary corporation culture and an enterprising business approach which challenges status quo and constantly seeks new solutions. Ilirija is transforming into a dynamic and quickly adaptable company, able to detect the demands of local markets and successfully adapt to them. At the same time Ilirija remains loyal to the environment we work in, thus contributing to the richness of social life while also committing to the demands of high standard in environmental and quality matters. Ilirija has become a welcoming alternative to multinational companies. We have become a company that know itself and meet the demands of local Consumers.





A welcoming alternative to multinational companies

Ilirija d.d. engages in the development, production, and marketing of skincare and hair care cosmetics, cleaning products, and candles. The company's skincare and hair care cosmetics include shampoos, conditioners, hair masks, shower gels, body milks, deodorants, body sculpting products, toothpastes, and mouthwashes. It also offers various decorative and garden candles, festive and perfumed candles, and mourning candles. In addition, the company offers technological, marketing, and consulting services. Ilirija covers the local market, the markets of former Yugoslavia, and Central and Eastern European markets with its entire product range under its own brand names in general Consumer sales as well as with its professional product lines designed for use and sale in hairstyling salons. "Wherever we are represented by products under our own brand name, we have a well developed sales network which includes

contract partners, thus successfully control sales and market movements connected to it. We have penetrated the markets of Western Europe under brand names of larger chain stores. We did this by convincing them of our capacity to offer an entire product range with our complete flexibility, professional approach and technological and marketing consultancy."- says Jana Tercelj from Ilirija. Moreover, Ilirija offers a complete one-stop service for private labels, from product conception and development to packaging and marketing. The markets of the Middle East and Northern Africa offer great potential for selling semi-finished products since these countries have high custom duties, which would make final product sales non profitable. "In these markets we are recognized and esteemed mainly as providers of quality and moderately priced semi-finished products. In addition we provide our business partners with full technological, marketing and other consulting services."- she adds. The future favours the contemporary companies with their

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Welcome to the world of Subrina

The beginnings of the Subrina brand name originate from the end of the 1950s or, more precisely, from 1958 when Subrina, as the first brand name in the markets of the former Yugoslavia, introduced an innovation – Subrina hair conditioner. Over the years Subrina became synonymous with hair conditioner and so became the strongest brand name in the category of hair regenerators. Subrina today is a family which includes products for total care of the hair and scalp, glossy shine, intensive and caring colours for the hair and a body care line. It is a recognised brand name with many years' tradition and experience, whilst at the same time being inspired by youthfulness and fresh originality. Subrina not only follows trends but it adapts and develops its products according to the wishes and requirements of its users, as only Subrina knows what's best for them. It is dynamic, because through its diversity it adapts to meet an extensive variety of different needs. Subrina cares and pampers. It is invigorating for the hair and body and a soothing balm for my senses. The SUBRINA PROFESSIONAL product line includes the entire range of products a hairdresser needs



at their work. The SUBRINA PROFESSIONAL COLOUR line includes products for dyeing and toning hair; the CARE line includes products for washing, regenerating and protecting hair, the STYLING line includes products for forming and strengthening hair, and in the PERM line

ty system in accordance with the regulations of the ISO 9001."- adds Jana Tercelj. Another quality system upgrade made in June 2003 in accordance with the latest regulations of ISO 9001:2000. What is really important the company is focused on their Consumers, process

every good hairdresser must be familiar with. But on their own, they are not nearly enough if the hairdresser is not aware of their most valuable gift – their own creativity. Therefore, in cooperation with the Subrina Team, we take part in various presentations, work shops and fairs to show hairdressers the newest techniques of cutting, dyeing and forming hair, but most of all how to use their creativity which is the key instrument of success."-says Jana Tercelj. The company is certain that with appropriate skills they can achieve the goals they have set; therefore they are always prepared to develop creative ways of thinking and to continuously discover new ways of working and performing well. "The continuous systematic training of our hairdressers and highly-qualified experts enables us to follow the global development more closely and that reflects itself in our products and in our entire system of operation, as well."- explains Jana Tercelj. ■



Written by Katarzyna Olszowska

customers can find products for permanent hair waving. Also, they added the SUN line for protecting hair from harmful effects of the sun, wind, and sea- and chlorinated water.

approach and continuously improvement. This system is supplemented with a planned personnel development and education on all levels.

Your safety is their quality

"At Ilirija we strive for quality in every aspect and know that it is one of the key elements in modern company culture. Quality of service and products are some of the very first conditions for achieving satisfied Consumers."- proudly emphasizes Jana Tercelj. They are sure that with quality production they can reduce their production costs, thus making them more competitive in local and foreign markets. "We have therefore in 1992 introduced a quality management system in accordance with the regulations of the international standard ISO 9000. Based on a certified evaluation made by the acknowledged organization BVQI, we, in June 1995, further introduced the quali-

The new fashion trends and Ilirija

"New fashion trends are something

