

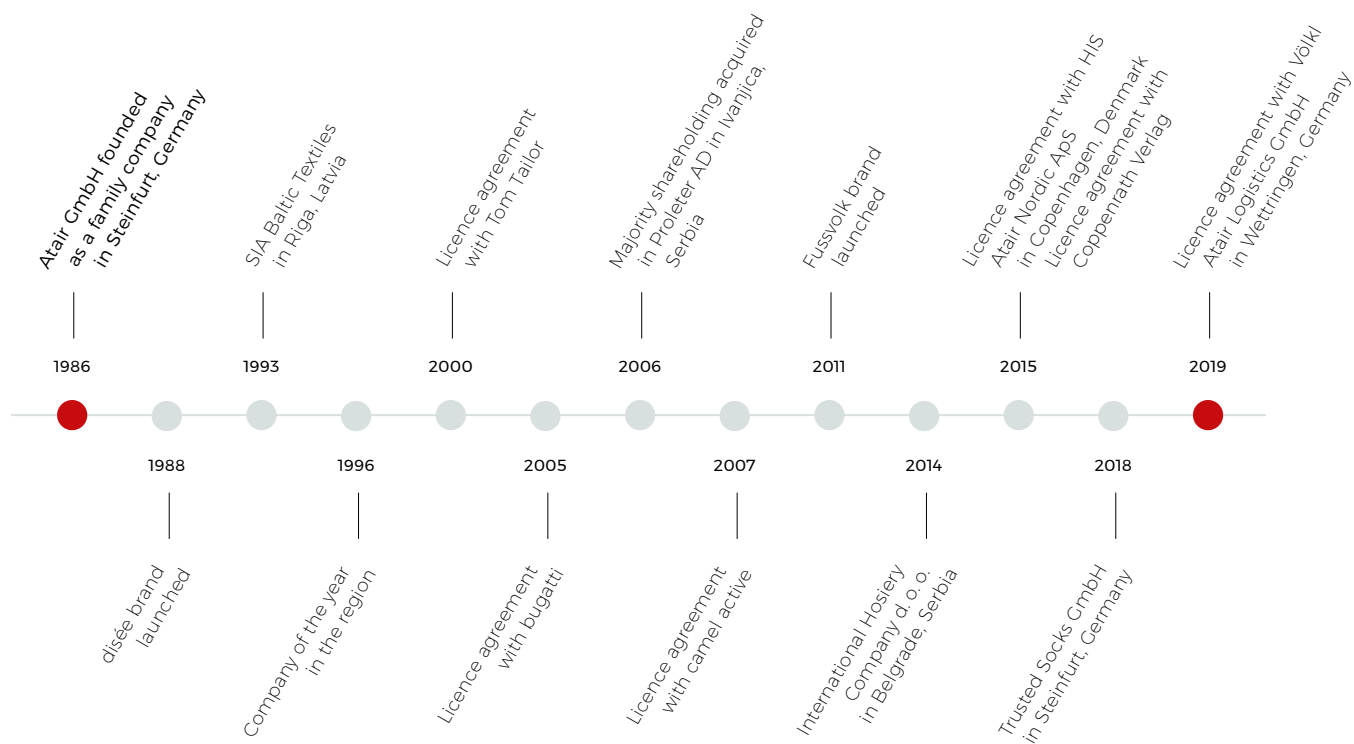
A photograph of a person's lower legs and feet. They are wearing a white, knee-length skirt. Their socks are light-colored with a pattern of small red hearts. The heels and toes of the socks are solid red. The person is standing on a light-colored surface.

ATAIR®
GROUP

pattern of success



ATAIR®
GROUP



WE LOVE WHAT WE DO — AND HAVE DONE FOR OVER 30 YEARS!

The **ATAIR® GROUP** is now one of the leading producers of legwear in Europe. With 65 employees in Germany and a 520-strong workforce in Serbia, we produce and distribute private labels, own brands and licensed brands — sustainable, cost-efficient and with high quality. We work closely with our customers, offering flat hierarchies, lean organisational structures and clear responsibilities and contacts. In our view, closeness, reliability and trust are all part of a perfect partnership.

Join our family — we look forward to giving you a warm welcome.



MARKET EXPERT

- Experience and expertise: we have been concentrating on legwear business and working in partnership with our customers for over 30 years.
- All from one hand: we offer private labels, licensed brands and own brands.
- Efficient shelf management: in order to maximise rentability shelf space is analysed and steered by IT.
- Value creation partner: from sourcing and in-house production in Serbia to logistics, we cover the entire value chain from raw materials procurement to delivery of the finished product.

- Perfect teamwork: we see ourselves as a service partner to resellers and work together to develop concepts, designs and innovations quickly and flexibly.
- Permanent availability: we are a Never Out of Stock (NOS) specialist and ensure a reliable, needs-based supply of products to our customers.
- People and the planet: we guarantee sustainability throughout our company; we are a member of the BSCI and are certified to both GOTS and OEKO-TEX®.



COSMOPOLITAN

From sourcing and in-house production to logistics — wherever you need us. This enables us to act quickly and flexibly and produce goods at fair market prices. We have access to Baltic as well as Scandinavian market and further east via I.H.C. in Belgrade for global exports.

The company Proleter in Ivanjica, Serbia, has been an integral part of the **ATAIR® GROUP** for more than eleven years. Proleter is close to the market, has extensive experience and specialises in the production of high-quality sheer hosiery. This production site stands for reliable prices and consistent quality. Proleter is a member of the BSCI and certified to OEKO-TEX®.





FAIR PLAYER

Fair on both people and the planet. Doing business sustainably — from obtaining raw materials all the way through to delivering our products — is very close to our heart.

We are absolutely committed to treating precious resources responsibly and manufacturing products in an eco-friendly way. We can assure that all our legwear is produced exclusively in line with these criteria and guaranteed to be free from harmful substances. Atair is a member of the BSCI and certified to the Global Organic Textile Standard (GOTS) and the STANDARD 100 by OEKO-TEX®.



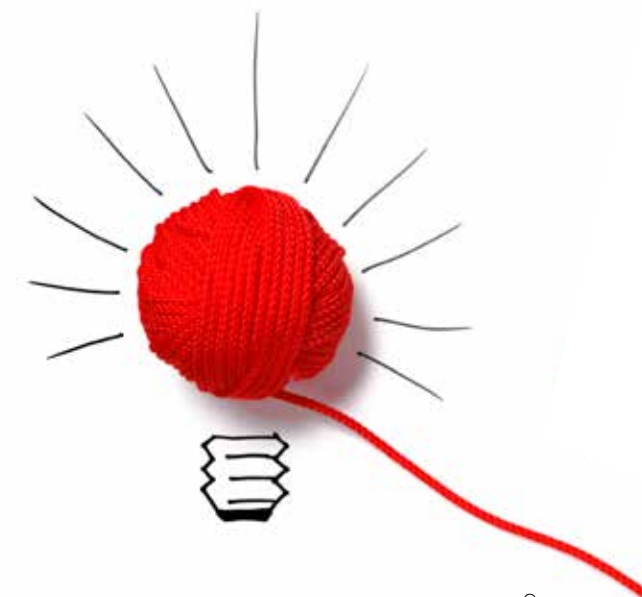
INNOVATOR

We constantly develop new ideas and make optimum use of the opportunities available today with effect on both our innovative products as well as the technology that simplifies the logistics process and makes it transparent for you.

Efficient shelf management: we use IT applications in order to steer connected shelf spaces to maximum profitability.

You can order products from our B2B shop 365 days a year and have them delivered within 24 hours in line with your needs.

Continuous improvement process (CIP): we constantly work to optimise our processes throughout the whole supply chain to guarantee you the best possible experience — with a special emphasis on fast, smooth order fulfilment — as well as top products and prices.





**PRIVATE
LABELS**



SUCCESSFUL LABELS

Your brand — your gain. As a leading manufacturer of private-label products, we have a keen understanding of the sales channels within European trade channels and assist our partners with our knowledge, creativity and dedication.

We create brands tailored to our customers' needs — from hypermarkets, shoe shops, superstores, supermarkets, drugstores, department stores, discount retailers, clothing chains and mail-order companies to cash and carry stores. Working with you, we will develop innovative concepts, attractive designs and customised solutions — for shared success.



LICENSED BRANDS



TRENDSETTER

Expressions of style and personality. Internationally well-known and established fashion brands place their trust in our expertise, our feel for trends and our first-class product quality.

OWN BRANDS

BESTSELLERS

From socks to stockings and tights, our strong, popular own brands are perfectly tailored to the wide-ranging requirements and needs of their specific target markets — from basics (NOS) and up-to-the-minute fashions to excellent functional hosiery for any occasion.



provital: functional socks and supporting knee-highs aimed specifically at pharmacies and their customers.



Fussvolk: urban and sporty — Fussvolk stands for outstanding comfort, a wide choice of colours, individuality and sustainability.

Put together your own range of sheer hosiery or cotton socks. You'll find plenty of inspiration in the extensive assortment of our disée and just socks ranges.



just socks: Knitted stockings designed for optimal comfort and every occasion. Whether sport, work or casual.



disée: Stockings for every need and occasion. From classics and up-to-the-minute fashions to functional hosiery.

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