

# UJALTIMO GAZETTE



And once again the year is over! It's as if we have a new 365-page book in front of us.

In the coming year, we will surely have our moments in the sun. It may not be major events like winning the lottery. It may simply be that our favorite team scores the penalty. But no matter how simple the cause of our joy is, it could make us so happy that we feel like the king of the world.

We might also have sleepless nights, trying to figure out how to cope with that stress, how to live with that grief. Then a day will come when, to our surprise, we will realize that in fact we managed to overcome difficult times once again and we are continuing on our way.

And while all this is going on, we will also continue to waste our precious time by avoiding the present and waiting for the future.

All this seems like the repetition of our past, but in fact it is a new year!

We wish that we will all find the "new" in us, and become aware that this is a time where everything can be different, if only we dare to make it different.



# Herbal Dye

Ecoplatform's first project: Herbal Dye

By Cengiz Değerli\*

During an Ecoplatform meeting, with the participation of a textile producer, a researcher, an academic and a chemist, we have, as might be expected, began to question textile dyes and their negative effects. This is how the Herbal Dye Project came to life.

## End of chemical dyeing ?

People began to use chemical dyes at the end of the 19th century and caused pollution, allergies and high consumption of water and energy.

Recently, either by pressure coming from the consumers or by self-developed environmental concerns, some of the major textile brands, as well as certain state authorities commenced to value ethical and ecological norms, within the framework of their social responsibility projects.

## What is the aim of the Herbal Dye Project?

Herbal dye is not a new invention! However, this project will introduce the traditional herbal dye method to major industries, since it saves water, energy and time, without damaging the environment and reducing the production cost. We aim at creating a new dyeing method by using today's technology and by modernizing our ancestor's traditional methods.

The herbal dye method will give companies a new edge in the highly competitive textile industry. It will also contribute to the development of rural areas, where the vegetables will be grown. This project will eventually have a positive mark on the world economy as well as ecology.

We already had positive feedback from major international brands regarding this project and requested to give it a try. Moreover, global trend forecasters and consumer behaviors are also indicating that natural products will play a big part in our future. This is why in order to make investments for our future we believe that we have to invest in nature.

We believe that the only way to make our projects come true is first to dream, then to act on it by finding people who share our common dream, at the right place at the right time.

(\*) *Textile expert and researcher on ecological initiatives*



ecoplattform

*By Gülay Aktürk\**

In this issue we would like to share with you our recent initiative Ecoplattform, which we have introduced on 1st of January 2010, when Cengiz Değerli made a gift in the form of a website titled [www.ecoplattform.net](http://www.ecoplattform.net), in the ownership of Ayşe Yarsuvat.

Ecoplattform is an international foundation established in the Netherlands, bringing international businessmen, academics, researchers from different backgrounds and expertise together, to achieve ecological, economical and ethical business results.

It is a new playground where ideas take shape: a meeting point where people bring along their know-how and experience to create far-reaching projects.

Ecoplattform is a concept where we share ideas, information; have b2b network opportunities. Ecoplattform is a responsibility that we intend to carry on with a team of people who believe in the economical value of ethical business.

We have a vision where sustainable methods are used for all sorts of businesses, allowing to increase the quality of life for all. For this purpose, we have gathered opinions of the businessmen from different industries and perspectives. These think-tanks have already begun to be productive and achieve results.

Our website will be opening soon allowing more connections and business opportunities.

Let's share the success of Ecoplattform's endeavours! Let's act together!

*(\*) Ecoplattform representative*



## *Sinem Çelikel*

Sinem joined us in July 2010. She has experience working with the UK market. She worked at buying offices and also producers manufacturing for the UK market. She has brought added value to Ultimo and we really enjoy working with her.

We are also happy to announce that she got engaged last July and plans to get married on the 23rd of April, which is a national holiday for children in Turkey!

# News



## *Ayse Kuçani*

Last May we were all present at Ayse's wedding. She was one of the most beautiful brides ever! We believe most of you know her love story with Can. We all love her for what she is and wish her lots of happiness as she deserves the most.

## *Arzu Yıldırım*



Arzu has been working for Ultimo for nine years. She is our voice to the outside world. She is always cheerful and welcoming. Yes, you guessed right, she is Ultimo's switchboard operator. We announced her engagement in the 2009/1 issue of our Gazette and are now happy to inform you that she got married in July 2010.

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Hande is the newest staff member of our companies. Last August she joined Concordia to be in charge of promoting the trend books of Paris based trend forecasting company Carlin and our design services. She speaks fluent French and this gives a special touch to her work.

Hande Tamer



# Newcomers

Ebru Simsir



Ebru worked at Ultimo between 1994-99. After giving birth to her son, she stopped working to take care of him. She always kept in contact with us as part of the Ultimo family. In February 2010 Ebru rejoined us as a full-time staff member in charge of children wear and socks & hosiery. We are very happy to have her back!

For many years Irem worked in the sales and logistics departments of companies from different industries and now, since mid September, Irem joined Manifatura and is in full charge of sales and promotion of yarns.

Irem Erkaya

