

Introductory Presentation



MEMBER



MEMBER



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MEMBER



CERTIFIED



CEO

Message from our

I welcome you to the Alberta Family, a place where hard work and dreams of excelling in quality have been the engine of our growth. I began this company over three decades ago, in a production unit no bigger than 120 squared feet and today proudly we offer a daily production of 18,000 soccer balls in our 45,000 square feet. Now also we have undertaken the task of providing you with quality sportswear through DOTS the newest member to The Alberta Group of Companies.

Most companies offer prices and service, only to surprise their clients after a few transactions. I can guarantee you that our company does not seek for one stop clients, rather we search to find business partners in our industry with whom we can secure long term relations in order to secure continuous Growth and long lasting commitment from our clients and partners.

In recent years we have dedicated much effort and investment to develop agencies throughout the world to better serve our clients. It is our wish that We may serve you personally and not only long distance. Through strategic locations we intend to cover and reach our customers with not only price but rather advantages in customs Clearance and local business. We intend to supply a complete service and be able to reach more places through More offices in the near future.

I welcome you to enter our world of rich business ethics and find the best quality guaranteeing a fair deal and Best prices.



Mission

Our mission is to pursue our constant aim to work with coherence of renowned global brands, organizations and entrepreneurs. To translate marketing and business goals into a design strategy, novelty and attaining about new product success.

Vision

Alberta is dedicate to providing world cutting technologies to improve the development in quality and service in the sportswear and accessories international industry.

Core Values

Ethics – Honesty – Loyalty – Integrity – Respect – Excellence – Teamwork

Company Profile

Providing Quality in Sportswear & Accessories

Alberta is one of the most committed Sports Companies in Pakistan. Headquarter in Sialkot, Pakistan, we conduct business through several offices in all of the 7 continents. We are engaged in every aspect of the soccer ball and sportswear industry, including research and development, manufacturing, Exporting, Importing and distributing, our range of products. We're also constantly investing in reducing toxins in the Material so four products and implementing advanced technologies in the manufacturing process.

Company Roots

Through a 35 year journey of innovation - the past, the present and the future **Alberta Group Of Companies** is one of the few companies in Sialkot industry that can trace its history back over 3 decades, always setting foot in new additions and innovations to the industry. **Alberta** is family owned who has been manufacturing and exporting all kind of Hand & Machine Stitched footballs, volley balls, rugby balls, beach balls, Sala balls and medicineballs

The third generation of the family has entered the field of international trade bringing together the established business and family values, experience and skills coupled with pertinent business education, knowledge and expertise.

Throughout our history of product innovation We would like to take you to the corridors which reflect the rich business ethics of the **Alberta Group Of Companies** and its management, which has the privilege of creating and introducing new spirit and techniques of doing the business that became source of guidance in Sialkot for Small and large scale industries of sports goods since 1977 to this day.

Global Scope

Our diverse and highly trained global operating system consists of thirteen offices around the world which represents the **Alberta** Model in a more familiar way to the Latin American Area. Through our several offices in Europe we are able to reach all the diverse markets in Europe and therefore keep true the service and commitment which **Alberta** has been providing for the past three decades.

In 2006 opening our LatinAmerica Franchise being new to the marketing schemes in the area we were able to Deal with the industries top brands such as Lotto & Kappa. We invite you to visit our product portfolio to see the World leading brands we are working with all across the world.

Through our new efforts and marketing schemes applied individually to each market through our international Branches we are able to provide better service and clearer more transparent business.

Company Profile

Technology and Modern Manufacturing

Technology is propelling our growth. We're focusing on technologies that minimize toxic content in our basic materials, developing and producing quality balls which are low in cost yet great in quality and children friendly. Finding ourselves in constantly investing in the development of emerging technologies inside our industry — such as finding better ways to automate assembling functions and giving higher training and constant update to our production team . Creating time & effort saving systems, give space for a higher development in our company such as our newest machine stitched project where we can now provide quality machine stitched Balls with lowest price and top technology and materials. All of this operated by our high skilled production team who constantly is innovating ways to better serve our clients and partners through quality production and Innovative products and technology.

Environment and Safety

As a complete commitment of our Group of Companies we take great pride in adding value and significance to The environments and the community in which we live and operate.

We are constantly keeping up with international standards and providing our base employees with the benefits They require to adequately develop themselves in their surroundings. With certifications like SA 8000, ISO 9002 & 14001. we intend to show our social responsibility understanding that this is an inevitable part of a world effort to Continuously develop our societies and environments.

Our persistent efforts to improve on our safe work environment and clean business ethics continue to give us Distinction from many others in our industry. Seeming a permanent contributor to the ILO effort being labeled in the Category A, which is the top status you can maintain proves our commitment with our country with our people.

Our Work

With a clear understanding that the world is formed of many efforts to produce a continuous synergy for success and progress. We make it our constant goal to satisfy our clients with rich business ethics and continuous services which result in outstanding quality and competitive prices. Our commitment to develop new technologies and train ourselves to excel those standards which we have set continues to grow daily rather than cease, which is why Alberta Sports Group of Companies is the best idea for sportswear & sports accessories.

We recognize that the world needs all the energy we can develop, in every potential form. That's why our Employees work daily to find newer, cleaner ways to power the world.

Company Overview

Alberta

Was established in 1977 under professionalism and progressive planning linked with the Innovation of Mr. Sheikh Ejaz Ahmed Soni- Founder & CEO

Network of Offices

In September 2006 we inaugurated our 10th office and LatinAmerica hub in Mexico City under the name of our world recognized brand “Sonistar”. Currently you can find our offices in Mexico, Hong Kong, China, Italy, United States, Canada, Ireland, United Kingdom, Greece, Denmark, Portugal. Our corporate is based in our Production Centers in Sialkot-Pakistan.

Quality

Our commitment to quality has never been compromised and for this reason we are one of the Top manufacturers in our industry not only in Pakistan but world wide. We use first class materials in the complete process of our developments, as well as a testing laboratory which guarantees Not only the physical aspect of our products but rather its quality on the field where it truly counts.

As a clear sign of Quality we currently manufacture for world brands which represent quality in Their name, in addition to our FIFA APPROVED products, which are rapidly growing in demand.

FIFA Approved / Inspected

The FIFA Approved / Inspected certification is only obtained by a few privileged companies around the world. Alberta Sports holds the status of a FIFA quality manufacturer and Sonistar is the official licensed brand.

The level of our professional collection surpasses any and all performance tests that a football can be put against. We welcome you to challenge our professional collection in any court, weather or environment.



Company Overview

Anti Discrimination

Alberta's Sports (Factory), Dots & Sonistar are completely against the discrimination towards Theirs employees(labor or administrative)without mattering their origin, color, religion or political preferences.

Competitive Wages

Our group of companies are always in favor of the well-being, development and personal growth of our employees. One of our main objectives is to keep our teams fully updated and trained and in return reward their efforts with wage increments and better opportunities, as part of our Grow Yourself Program.

Child Labour

Not only are we against but take pride in defending the war on child labor within the Pakistani Industry. With great hope we await a new generation where all children can regularly and freely attend school not only in Pakistan, but around the world. All of this with prayers of hope that children's lives can flourish and construct a brighter future for humanity.

We call out to all companies and individuals around the world to join hands and efforts in this common goal where children can enjoy their rights and develop their skills through schools and Professional training centers

Healthy & Working Environments

We constantly remind ourselves and our leaders to always find ways to better safeguard our labor sector with a clean, safe and healthy environment. Always in the search of finding and eliminating hazards is a way of work for the Alberta team. We value and protect the security (social and physical)of our team members.

Currently we are progressing a new design to our production halls in order to have better Emergency routes in search of continuously keeping our commitment with our staff and visitors.

Health Care:

Apart from our social responsibility, in our production centers we always have a professional Doctor who is always ready to attend our complete staff incase of emergencies.



Company Overview

Goals:

- Continue the 30 year trend to develop quality in our complete line of products
- For our complete range of products to be PVC free
- Our football production to be latex free
- Begin productions with recycled products
- A special educational system for the children and families of our workforce

Quality Strategies

- Extensive training which leads to personal and professional development
- Principles of organization are vital to the development and growth of our company
- Set quality targets and always aim to exceed them
- Rewards program for clients and work force
- Continuously carry out a goal plan
- Effective and well trained leadership team
- Customer Satisfaction

Social Commitment & Professionalism

- FIFA LICENSEE (FIFA APPROVED/INSPECTED CATEGORY).
- ISO-9002, ISO 4001, SA 8000 CERTIFIED BY SGS.
- CHILD LABOUR FREE BY ILO.
- CE (EN-71: Part 1, 2, 3, 91/338/EEC) CERTIFIED BY BV.
- 6 PHTHALATES (DINP, DEHP, DIDP, DNOP, DBP, BBP) FREE PRODUCTION.
- STITCHING UNITS ARE PROPERLY ORGANIZED UNDER THE SYSTEMATIC & TECHNICAL MANAGEMENT STRICTLY MONITORED BY THE ILO.
- PRODUCTION CAPACITY IS 18,000 HAND SEWN BALLS & 10,000 MACHINE SEWN PER DAY ON AVERAGE.
- PRODUCTION CAPACITY IS 2,000 GOALIE GLOVES PER DAY ON AVERAGE. EXCLUSIVE LATEX EMBOSSED TECHNOLOGY.
- SPORTS WEAR MANUFACTURING UNIT CONSISTS OF 36000.SQ.FT.
- SPORTS GOODS MANUFACTURING UNIT CONSISTS OF 45000.SQ.FT.
- WELL EQUIPPED UNITS WITH MODERN MACHINERY AND SKILLED TEAM OF PRODUCTION AND DEVELOPMENT.



Technologies

Football Technology

Microfiber:

A polyurethane finish with a base of imported micro fiber, which provides extra softness and makes the ball more elastic because of its natural cloth, composed of soft fine threads which make it extra soft yet resistant. This material is used exclusively for professional balls.

Micro power:

A micro power finish is made from imported polyurethane with special thickness to create softness and resistance. Creating a soft and ultra resistant exterior and quality.

PU Ultra:

A light PVC application to the finish, the polyurethane gives durability and softness. however in the exterior there is a crystal gel coating.

PU Light:

A light PVC application to the finish, the polyurethane gives durability and softness. However in the exterior there is a crystal gel coating.

PU/PVC:

A blend of PVC and polyurethane finish, not giving up its natural softness and durability which the PVC/PU coating provide on the outside of the balls.

Soft Touch:

its base and finish are of PVC, available in a large array of colors with a soft appeal to the exterior and a texture of up to 3mm.

Control Grip:

Exclusive material made of rubber, extracts the humidity through the ball to create a rapid evaporation and also keep a control on the ball as the materials dry.

Shin Guards & Gloves Technology

HRL (High Resistance Latex)

Created to provide advantages to the keeper, the pal of the HRL gloves offer up to 3 times more resistance in over to normal gloves. Also giving a advanced firmness, giving comfort and security to the keeper.

HPT (High Protection Technology)

HPT replaced the conventional PVC. Using the HPT system, one gains flexibility and a memory formed material. This technology gives preferred comfort to the player.

Sportswear Technology

Dry Cell:

Dry Cell is an exclusive Micro - Cellular technology which through its construction frees humidity from the body through small breathing areas within the cloth, which provides constant evaporation. This cloth is made for endurance which assures durability, sense of freshness and comfort

Cool Fit:

Cool Fit is a special development made 100% from polyester with several vertical lines "Jacquard" of 100% ventex polyester. This helps light cloths have higher levels of firmness. Our Cool Fit Ribbed style allows for sweat to always be expelled from the skin.

Duo Fit:

Duo Fit cloth is soft on the skin, light and 100% polyester which incorporate the advantages of a new era of technology which allows our DOTS team to develop fully functional jerseys. Our Cool body products keep you comfortable and provide security in your style

Dura Tech:

Dura tech is a brushed tricot woven material which consists of 100% best quality polyester. woven from one thread which gives a long lasting durability and prevents quick wear and tear.

Micro Q:

Micro Q quality is a special polyester development, with Micro Twill quality has a treatment on the outside of the garment which assures a soft and comfortable touch.

Licenses



Play football like the pros

Learn the seven skills you need to become a football star.

Test 1

Consistent Circumference

The circumference of the ball is measured at ten different points and the average calculated.



FIFA INSPECTED 68 - 70 cm
FIFA APPROVED 68.5 - 69.5 cm

Dribbling

For players to dribble successfully, the ball needs to respond to the slightest touch and roll in a regular way. A football needs to have a



Test 2

Permanent roundness

The diameter of the ball is measured in 16 different places and the average calculated. The difference between the highest and the lowest



FIFA INSPECTED 2%
FIFA APPROVED 1.5%

Curling the ball

By using the inside of the foot, players can impart spin on the ball to make it curl through the air. However, the ball will only bend in a smooth arc if it is perfectly round



Test 3

Uniform rebound

The ball is dropped ten times onto a steel plate from a height of two meters. The difference between the highest and lowest bounce must be



FIFA INSPECTED 125 - 155 cm
FIFA APPROVED 135 - 155 cm

Trapping the ball

Players need to be able to anticipate how the ball will respond in order to control a pass using their chest, thigh or foot



Test 4

Minimal water absorption

The ball is turned and squeezed 250 times in a tank containing 2 cm of water. It must not absorb more water than adds a certain



FIFA INSPECTED 15%
FIFA APPROVED 20%

Holding a greasy ball

A slippery ball behaves quite differently from a dry one. It flies through the air more slowly, has a low bounce and is difficult to curl.



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Test 5 Perfect weight

The ball is weighed in a sealed cabinet to ensure that it is perfect weight.



FIFA INSPECTED 410 - 450 g
FIFA APPROVED 420 - 445 g

Heading the ball

Powerful heading requires a strong neck and shoulders and a good eye for the right angle. If the ball is too heavy or too light, it may move



Test 6 Minimal pressure loss

The ball inflated fully and three days later its air pressure is measured. It must not have lost more than a specific percentage of its air.



FIFA INSPECTED 25%
FIFA APPROVED 20%

The long pass

If the ball loses air during the game, it will be difficult to predict and may not respond consistently, making long passes and deep crosses almost



Test 7 Shape and size retention

The ball is fired against a steel plate 2,000 times at 50 km per hour. The air valve and stitching must remain undamaged and only minimal loss of air pressure and changes in circumference and roundness are



This test only applies for the FIFA APPROVED hallmark.

The power shot

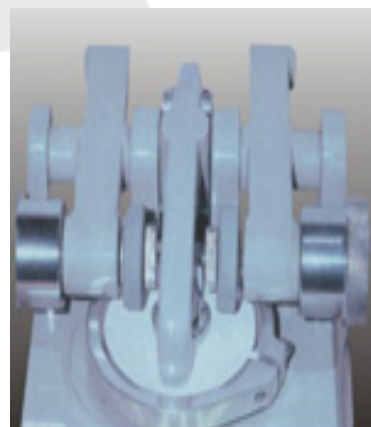
Strikers are always trying to get their full force behind shots to fire the ball towards goal at top speed. It is essential that the ball does not



Production Lab



Production Lab



Production Lab

Sheets Checking/Cutting



Sheets Lamination



Production Lab

Panels Cutting



Panels Cutting



Production Lab

Bladder Inspection



Bladder Pasting



Production Lab

Panel Sorting/Checking



Panel Printing



Production Lab

Panel Punching



Panel Matching



Production Lab

Ball Stitching



Ball Inflating



Production Lab

Ball Checking Hall



Ball Washing



Production Lab

Ball Deflating



Packing Hall



Headquarters

Side Views



Front View



Headquarters

Outside Offices



Outside Production Halls



Headquarters

Parking Zone





CERTIFIED

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