

IntraNews

Titus Newsletter / December 2020



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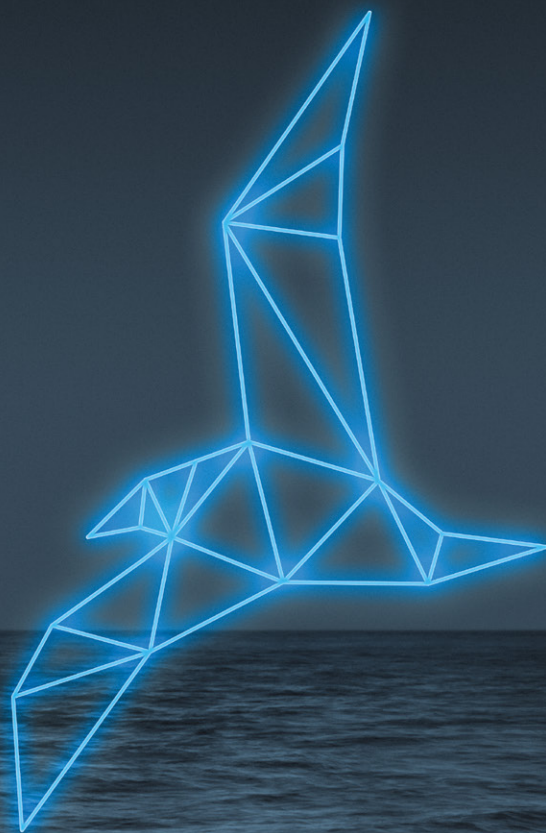
**Simon Kinetics
Now a Member
of Titus Group**

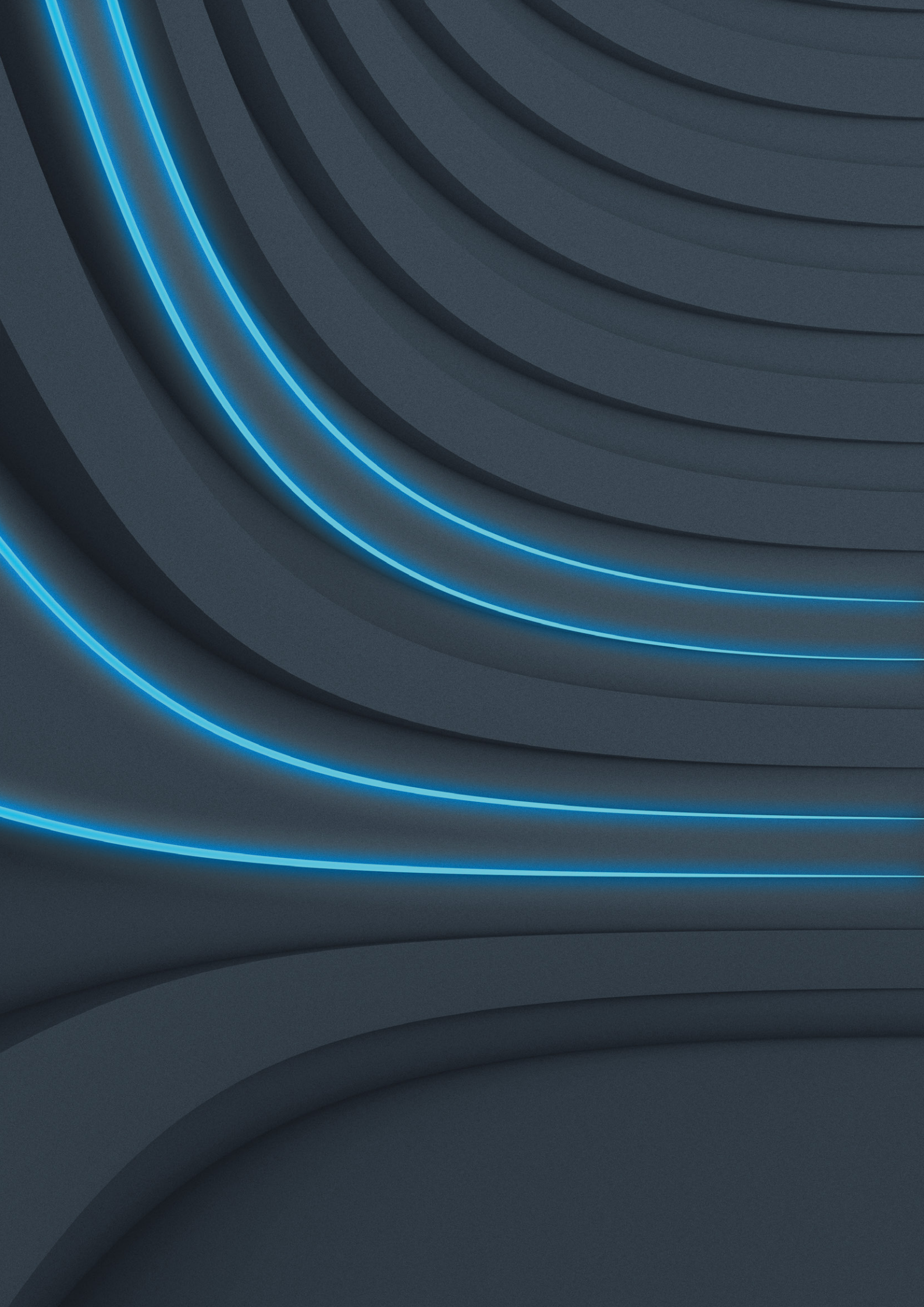
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**Give it a Slight Touch
and a Modest Push:
PushOpen Slimline**

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**Titus Polska –
History Written
By People**







Editorial

Robert Appleby, Chairman

Reacting to the extraordinary restrictions imposed under Covid-19 has affected the performance of the Titus Group in 2020. Initial furloughs and cutbacks were required in March to match costs as we experienced a dramatic (-70% on 2020 Budget) fall in sales in March/April/May. The subsequent upturn in orders was unexpected (+40% on 2020 Budget) in June, July, August and September and I appreciate the extraordinary efforts and sacrifices of everyone at Titus to support the recovery measures.

In May, the Group acquired Simon Kinetics to integrate into our damping programme and add new RV (Recreational Vehicle) components. The rapid absorption has brought an additional 4000 items and 100 suppliers into our sourcing programmes and €10m additional annual sales to our Hardware sales worldwide. Government and banking support helped significantly to maintain profitability and provide finance for the acquisition, maintaining our continuing investment programmes in new products and new markets.

Sales in the Quarter ending September were above last year. The rapid ramp up of production and deliveries occurring

first in Asia, then in Europe and the USA gave our customers service problems worldwide. Mid-Year Reforecast shows sales in 2020-21 will be similar to last year's sales. Customers' renewed orders (120% of Budget) have put strains on hinge production capacity in Dekani, as the upturn in furniture related demand exceeds capacities across the industry. The Group's manufacturing plants in Asia and the Americas have performed magnificently to meet demand.

Business development activities are constrained by the impossibility of meetings with customers as travel and cancellation of multiple trade shows impacted the world. It is exciting that Titus' new projects and new products continue to be launched and are enthusiastically received by customers, with progress in conversions of new customers onto Titus hinges, connectors and damping.

At this end of 2020, I want to thank everyone for their hard work this year and I want to wish you all a healthy New Year and a return to normality in 2021!

A handwritten signature in dark ink, appearing to read 'Robert Appleby'. The signature is fluid and cursive, with a horizontal line above it.

Integration of know-how for a greater technical competence

Simon Kinetics now a member of Titus Group

Different sources

Earlier this year, Titus Group acquired ownership of Simon Group's Kinetics division. The company from Aichhalden, Germany has a well-established position in the field of soft-closing and push systems.

Over decades of cooperation with European partners from various home product industries, Kinetics developed a unique competence for improving linear movements by making them slower, safer and silent with the addition of damping systems. Combined with

Titus' expertise in soft closing applications using Titus dampers, multi-purpose hydraulic damping technology and its global R&D capabilities, it offers a larger range of technical possibilities to resolve challenges with damping for producers of furniture, interior doors, shower cabins, architectural hardware and hardware for consumer appliances. Titus' global Engineering and Manufacturing network meets the needs for global support to companies with multiple sites.



Versatile damping and push-to-open solutions: Kinetics is an innovator and supplier of systems with damping and push-to-open functions for various industries.

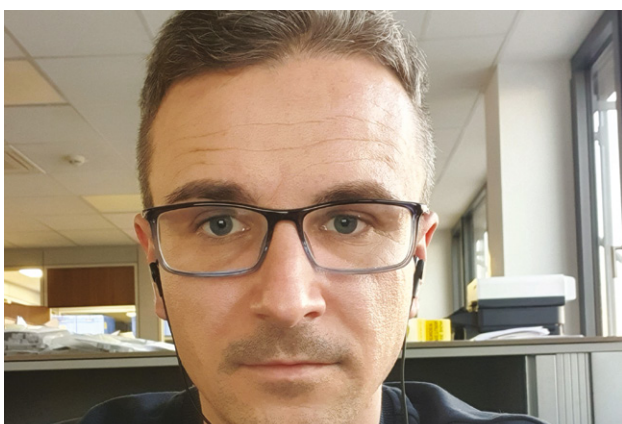


"At Kinetics, we historically started with furniture fittings, but in the last 10 years developed a strong market share for opening and closing mechanisms for the RV industry, as well as specialised soft-close systems for sliding doors. Through the acquisition by Titus, I see a great synergy between products, market sectors and regions. We benefit mutually from instant access to markets and customers, which would have taken several years to develop. Furthermore, Kinetics greatly benefits from the sales structure, the R&D force and the manufacturing expertise of the Titus Group. The Kinetics team and I are very excited about this opportunity to grow the business and ourselves. The 'welcome' we experienced from all colleagues throughout the organisation was fantastic and I would like to thank everybody for that." **Christian Drenth, Director SBU Kinetics**



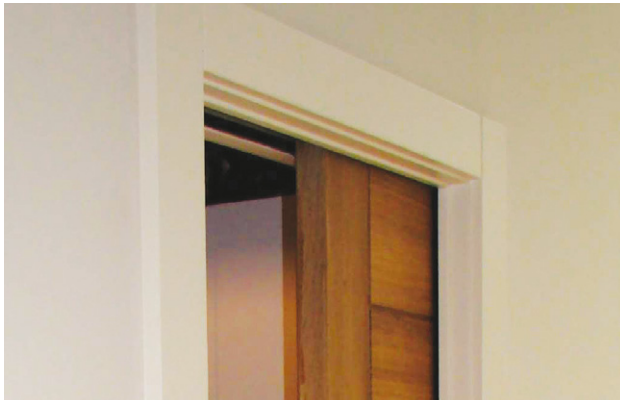
"I would like to express my enormous gratitude to all team members and other colleagues who cooperated in the integration project over the past eight months and who are still working to fine-tune the processes. Combining two different business models and operational approaches, provided many challenges which we were able to resolve with many of our colleagues going that extra mile. I am sure there will be important benefits for our customers. The replacement of the air damper with hydraulic Titus damper in Slidix soft-closing systems improves product functionality and provides benefits from a highly consistent and repeatable high-volume production process with the ultimate goal of giving quality and the service levels our customers expect."

Igor Hrvatin, Director of Supply Chain and Kinetics Business handover, operational and logistics transfer team leader



"It has been a very intensive and interesting period of change for all concerned. Not just the integration of different business models and company cultures but also integrating ourselves into the Titus team. Representing the interests of Titus and keeping the team motivated to ensure customer requirements together with the day to day running of the business and reallocating production and assets, was not always easy. But we managed it with the full support of Titus and the entire team working on the project. We are proud of what has been achieved in that short time period."

Igor Barinov, Product Manager



Pocket doors solution creates optimal 'walk-through area' by disappearing into a special crevice inside the wall when opened.

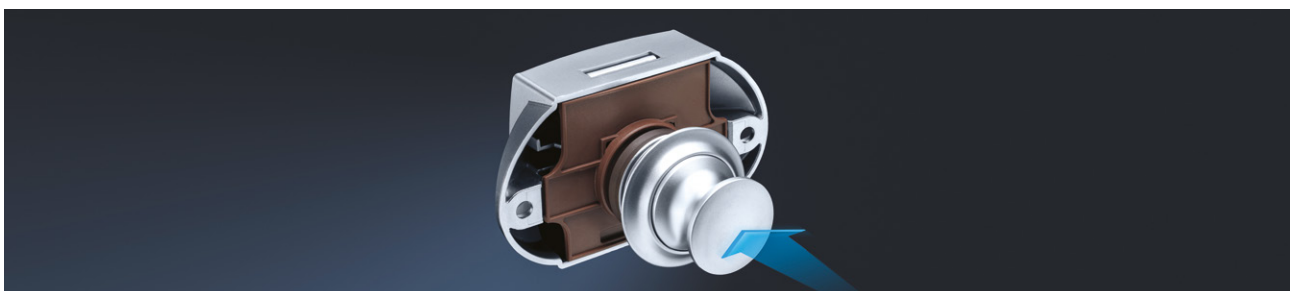
Following the trend of flush fronts and no-handle drawers, Kinetics developed a unique push-to-open system for drawers, that can also be used for the opening of Pocket doors. These doors are supposed to be invisible when opened and sliding into a wall frame. Many manufacturers were however struggling with the question "how to grab the door when it's fully opened and flush with the wall?" Some installed handles again while others let the door be visible to allow the user to pull the door. Either solutions have not been satisfactory as the width of the "walk-through area" cannot be used at its maximum.



Slidix - family of damping solutions from Kinetics for home application in wardrobes, drawers, interior doors and shower screens.

The Pocket door solution from Kinetics provides, in one single unit, both a soft-closing function (based on our Slidix II, dampening and pulling the door one-hundred percent into the wall frame) as well as a push-to-open function (pushing the door out of the wall frame, allowing the user to grab the door and pull it out further). •

"We are now building the tools and will go into series production for a major European sliding door manufacturer, being the first to provide this unique feature to their customers worldwide. This will be a highlight as many of our other customers have already shown interest for a similar solution." says Tobias Faisst, Project Manager at Kinetics.



Kinetics was a pioneer in push-lock system for cabinets in RVs and still holds a dominant global market share. It would be difficult to find a caravan in Europe without a Kinetics product. Continued research and innovation efforts provide exciting new products to further improve consumer experience with cabinets' opening and closing.

The merger of **Simon Kinetics** and **Titus** provides a stronger combined technical competence for improving open-close function in consumer appliances, bathroom equipment, architectural hardware and transport industries.

New plans in Titus Shenzhen, China

William Li, Factory Manager Titus Shenzhen

The Titus Shenzhen factory in China was built at the end of 2015 and started production in May 2016. When it comes to manufacturing productivity, continuous improvement depends on efficient employees but also investments in technology and equipment.

Over the past four years, Titus Shenzhen sales have risen considerably with the resulting high demand on production capacity. We are aware of the high importance of digitalisation and automation solutions to keep pace with the market changes and to adapt to the new demands of today's consumer. In the past several months we have established an efficient production system under quality control to further strengthen our position in the market.

»The goal is to strengthen our position in the marketplace by optimising the production process and deliver innovative products faster without increasing costs or compromising on quality.«



Production space in Titus Shenzhen



As the standard of living continues to improve in China, people are increasingly willing to invest in home furnishing. The increase in consumers' purchasing power has enlarged the furniture market. Considering the market trends, the plan is to move into larger factory premises located in Baoan district, Shenzhen

Our team has been joined by two new members:



Angus Zhang majored in tool designing joined Titus Shenzhen in November 2019 as Tool Engineer. Angus majored in tool design and manufacturing and has 15 years' experience in injection molding tool design, manufacturing and project management.



Bruce Huang joined Titus Shenzhen in August 2020 as Quality Supervisor. Bruce majored in vehicle service engineering and has 16 years' experience in quality management.

Consumers want to make the world and their home a better place

While many areas of the economy are suffering due to restrictions caused by the ongoing Covid-19 pandemic, the furniture and home improvement market has registered a robust boost in China and also globally. During times of uncertainty, consumers are drawn to the comforts of home, with more time and often extra money to tackle long-desired home improvements, including purchasing furniture online.

The most notable trend in 2020 is the rise of e-commerce in the furniture industry. Surveys expect furniture and other home furnishings to be one of the fastest-growing segments of e-commerce sales. This is the result of digital transformation from changing consumer behaviour and technology advancement. Furniture companies have taken this opportunity to market and sell their products on varied social media platforms. Many companies are launching their own online platforms and entering partnerships with the e-commerce retail stores in order to strengthen their distribution network. •

»The cocooning trend, so named by Faith Popcorn back in the 1980s, will take a 21st century twist as the uncertainties of contemporary life drive people back home into “comfort-first sanctuaries” that can provide respite from an increasingly uncertain world.«

Key Observations

Home goods in China today

- **New trends have emerged due to changing consumer behaviour** – the crisis has impacted people's attitudes towards food, fitness, education, health and general wellbeing, among others.
- **Shifts in the homeware industry** – it is likely that short-term measures taken in response to coronavirus lead to changes that last for decades.
- **The homebody economy has reached a wider population across China** – since people were forced to stay indoors with the quarantine, a growing number of consumers shopped, studied, worked and amused themselves online at home, creating new consumption habits moving forward.
- **eCommerce penetration and usage has grown significantly during COVID-19** – the initial lockdown and social distancing provides limited alternatives as many consumers still see the risk in public shopping malls and other brick-and-mortar retailers.
- **Consumers are increasingly devoting more time to home improvement** – there is noticeable growth in home accessories, especially food production equipment, sporting goods and soft furnishings.
- **Current consumption of art suggests healthy growth moving forward** – more galleries will utilize third-party online art sales platforms to reach a wider community of collectors.

Trending Keywords

February – April 2020

KEYWORD(S)	INTERPRETATION	TAKEAWAY
Smart Home	<ul style="list-style-type: none"> • While traditional homeware suffers a 2.2% YOY decrease in retail sales, the concept of 'smart households' is steadily growing in China. • In April this year, a domestic electronics/appliance brand Xiaomi celebrated its 10-year anniversary with a shopping festival that generated a record-breaking ¥530 million in total sales. 	Convenience is ideal for busy urbanites when choosing homewares and a contributing factor to the rise of home automation and smart homes.
Soft Furnishings	<ul style="list-style-type: none"> • Jing Xi, JD's social eCommerce platform, helped Yunnan flower farmers to open an express channel for selling the leftover flowers for Valentine's Day during the lockdown, generating a ¥400,000 in sales. • Non-essential items, including home goods, are where eCommerce brands are seeing record-breaking sales numbers, reports Forbes. 	<p>As people spend more time at home complying with social distancing measures, they're paying more attention to their home environments</p> <p>Brands have also used this trend to initiate charity activations, or simply give back to the community.</p>
DIY Home Improvement	<ul style="list-style-type: none"> • Consumers saw compulsory quarantine as an opportunity to devote more time on home improvement. Since resources were scarce, do-it-yourself tutorials circulating on social media became hugely popular. 	Consumers will feel more encouraged to tackle home-improvement projects independently, order supplies online, and look to the internet community for free expertise.

Embracing eCommerce: IKEA started selling on Chinese eCommerce platform Tmall, marking the first time the retailer has sold through a third party in its 77-year history. IKEA is hoping to reach more shoppers in a market where consumers favour multi-brand online platforms. Tmall's store offers around 3.800 of IKEA's 9.500 products as well as services such as delivery and assembly. The partnership with Alibaba enables IKEA to become more accessible for more people in China and allows it to test and learn how to reach those previously fragmented customers.

Source: chinaskinny.com

The reflection of furniture industry in a 'New normal'

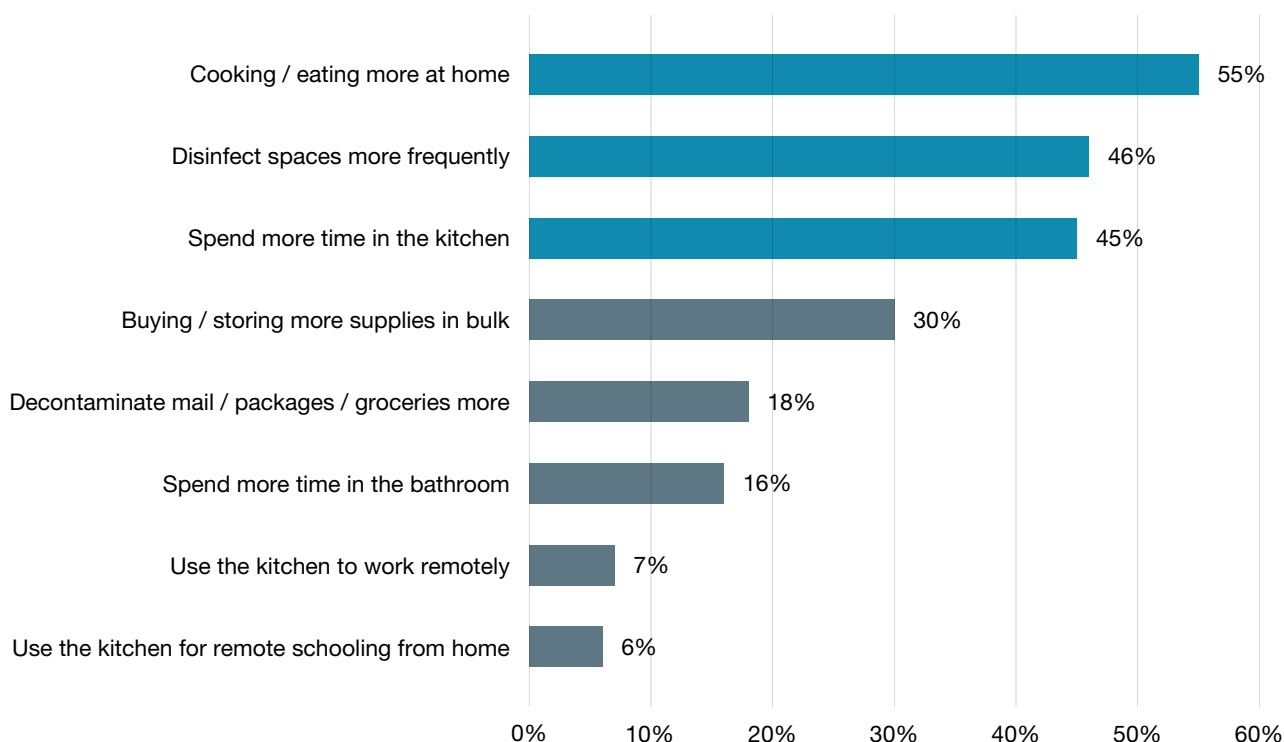
Katja Manias, Senior Marketing Coordinator

Discover how the Covid-19 crisis is influencing consumer behaviour, manufacturing trends and the near future of the furniture industry.

Lifestyle changes made during the height of the pandemic are having a profound effect on the way we

work, shop and conduct business. We focus more on the home and are very cautious about our lifestyle. To limit the time in public spaces for safety reasons and to save money we spend more time cooking meals and eating more at home, working from home environment, and spending more time in our kitchens and bathrooms.

Households Sentiment Related to the COVID-19 Pandemic and Lifestyle Changes



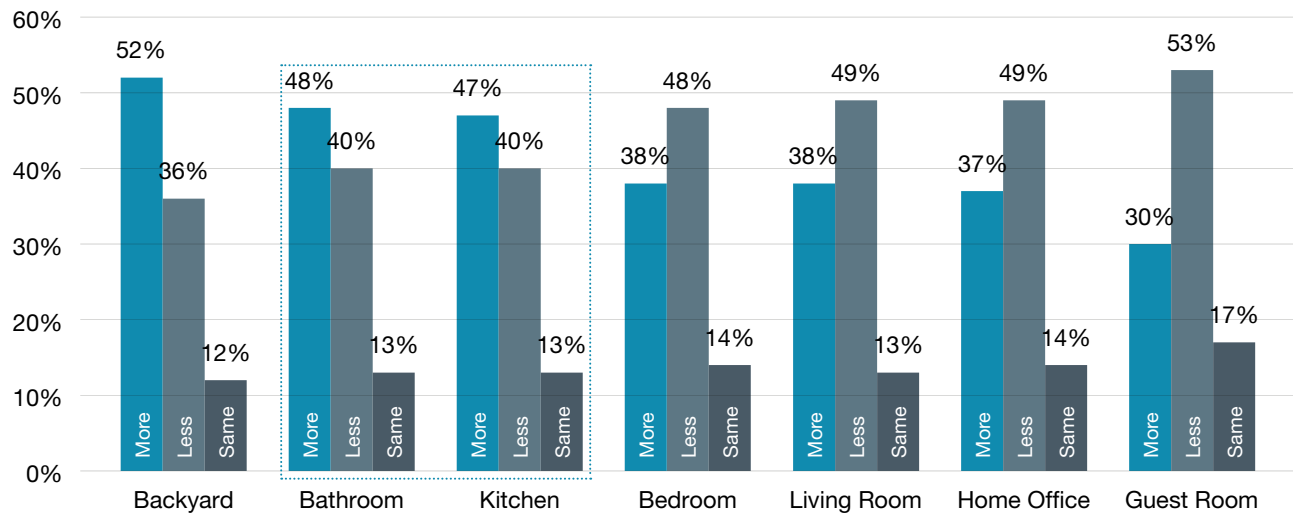
Source: John Burns Real Estate Consulting LCC (Data: Aug-20, Pub: Sep 2020)

According to NKBA (US National Kitchen and Bath Association) households are cleaning kitchens and baths often, limiting time in public spaces and working/schooling at home more.

These made us aware of all the things we do not like about our house and showed us the need for more functional space. Yes, we want to invest more in our homes, but deciding more for a remodelling than new purchases. And we are more willing to do it on our own.

The reasons for shifting to DIY (do-it-yourself) are health concerns, financial savings due to future uncertainty and timeline constraints deriving from remodelling market booming.

Households Interest in Remodelling by Room Type “Post-Pandemic”



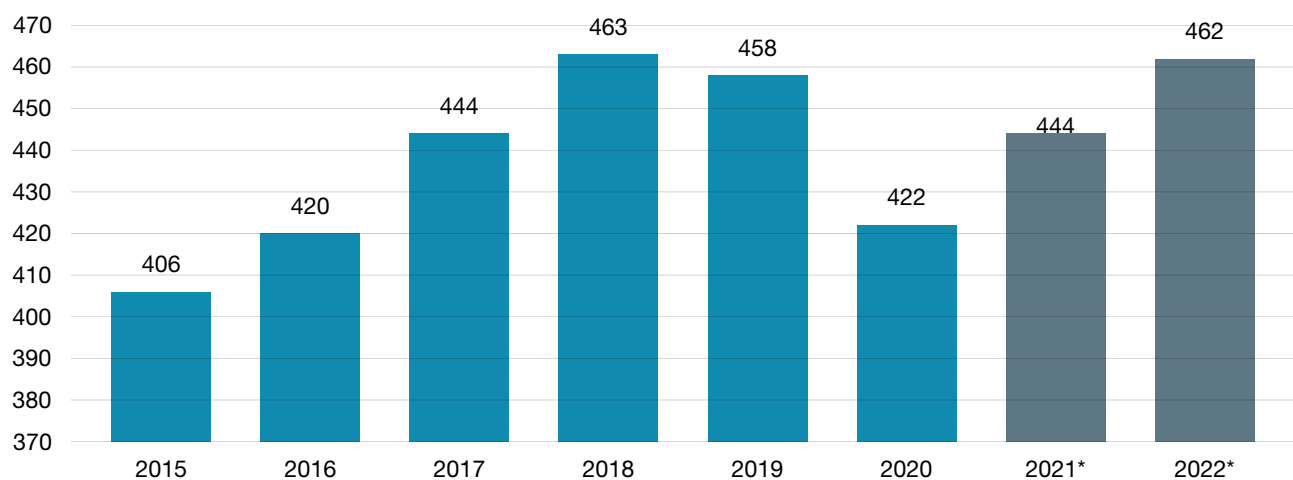
Source: John Burns Real Estate Consulting LCC (Data: Aug-20, Pub: Sep 2020)

According to NKBA (US National Kitchen and Bath Association) almost half of the households report more interest in remodeling their kitchens and baths today than prior to pandemic.

Industry research suggests that the key indicators forecasting future trends are disposable personal income, consumer sentiment or confidence and new housing starts. If the optimistic forecasts for furniture industry from beginning of 2020 crashed under the burden of restrictions in most of the countries worldwide and almost at the same time as they were made, the second half of the year shows recovery. Despite the pandemic, the furniture industry in the second half

of 2020 is working close to its maximum production capacity.

CSIL (Centre for Industrial Studies, Milan IT) estimates the world production of furniture in 2020 to be worth 422 billion US\$. From the beginning of the year, the furniture industry has made up for some of the losses but will still end 8% below previous year. Growth is expected to resume in 2021 and 2022.



From CSIL; Worth of world furniture production per year. 2021 and 2022 growth is estimated based on the world GDP growth rate.

Here we are! In 'New normal'. Caused by a sudden reality in working-from-home, home schooling, and a litany of “-at-home” activities our homes will benefit from an upgrade in comfort and style. With social distancing being the new normal, a spike in consumer spending on furniture and home furnishings are expected. •

Give it a slight touch and a modest push: New PushOpen Slimline drawer

Blaž Kirbiš, Application Engineer

It all started in 2014 with the Tekform Double wall drawer and continued with speed to the Tekform Slimline drawer in 2017. As the company is getting into the kitchen market, new trends and market demands constantly keep us pushing on product development. Being in the market for five years the Tekform Double wall drawer and Slimline drawer are keeping the positive momentum of this specific product category.

After the introduction of some accessories to provide a complete solution for customers, like design glasses, cutlery trays, mats and steel back panel, the new push-to-open drawer system was a natural step to further upgrade our drawer range.

The new PushOpen Slimline drawer follows the handle-less concept which has driven the market for some time now. The solution is based on the possibility to operate the drawer by touching the front panel. This is accomplished by a mechanism which is spring loaded when the drawer is being closed. Activating the drawer releases the spring and fully opens the drawer. The unique feature of Titus PushOpen Slimline is the sensitivity of the system.

It requires only a 1,5 mm gap to activate, which enhances the overall look of drawer units and goes well with other Titus push solutions.

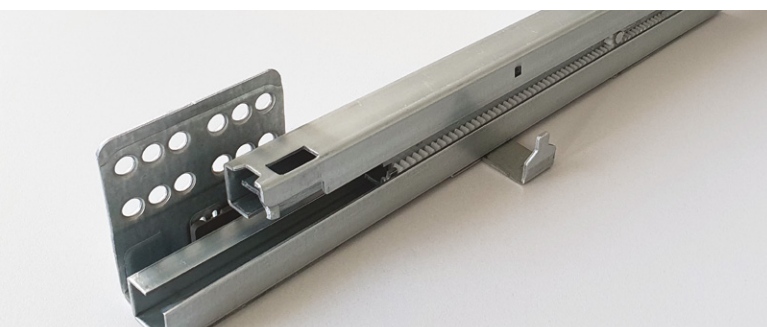
PushOpen Slimline is a flexible add-on drawer system. This is another great feature, that brings the most relevant and versatile solution, guaranteeing Titus a unique advantage. Our Kinetics division works on custom projects to combine the system with our customers' pull-out solutions and also applications such as sliding doors, pocket doors and room dividers. The simplicity to mount the Titus PushOpen system is an advantage and amongst all main European producers, our solution is the only one which is non-handed, so suitable for both right and left installation. After the installation, the system allows for -0,5 /+ 6,0 mm depth adjustment, which comes in handy for fine tuning regarding functionality with higher drawer loads or to cover up mistakes made while mounting.

The new push-to-open solution is composed of two main parts: 1. The mechanism, which is driving the drawer and is attached on the front panel and drawer carcass lip, and 2. the activator which releases the energy stored in the system. One activator on each drawer side is integrated to the runner.

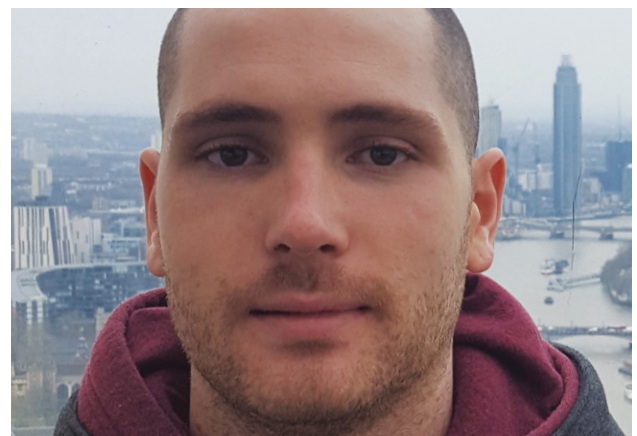
Important part of the mechanism is the spring which can be easily adjusted according to the unit load. We believe our New Push to Open drawer will take its place in many kitchens and so, will further strengthen our global share in the kitchen segment. •



PushOpen Slimline mechanism on the drawer bottom



Protruding from the middle of the runner facing outward-right direction is activator



Joining the company as a student, with a degree in nautical engineering and some experience in academic research and conferencing, Blaž brings freshness and eagerness. With a focus primarily on drawers, he's giving his best to support and guide our sales representatives to seize all created opportunities and on the other side absorb market demands, implementing the needs through R&D department.

Tacto - the winner of our product name contest for 'PushOpen' family

Monika Pertot, Marketing

To support the latest trends towards sleek lines and handleless cabinets in modern home interiors we are extending our range of effortless push opening solutions from swinging doors to new products for drawers and sliding doors. As this product category is gaining importance we decided to grant it a new name through internal name contest. Just a few days ago, the winner of the naming contest for the PushOpen family was announced and the prize of 300€ was awarded to Katja Manias.

As the PushOpen range is becoming a growing product category, we invited all Titus employees to come up with a name for this growing family of products. This should combine an easy to remember and easy to pronounce

name, understandable in all languages, without a negative connotation and with characteristics that reflect the advantages of effortless and reliable opening/closing.

We received many proposals from employees across the world and these were reviewed by a selection committee composed of Martina Kuzmič, Danijel Kozlovič, Marko Korelc, Blaž Kirbiš and Špela Marinšek overruled all them. After careful review, considering above criteria and the fact to differentiate from competitors the commission agreed to assign the name Tacto to this product group.

We thank everyone who contributed to the contest. •

Next generation dampers for Kinetics' soft-close systems

Stephan Peltzer, Global Director Damping Division

So far, Kinetics soft-close systems have mainly been produced and sold with air dampers and by the end of 2020, we will start to promote those systems into a next generation.

Merger of SIMON Kinetics and Titus provides a stronger technical competence and a wider range of solutions in damping, soft closing systems, push-to-open mechanisms and cabinet accessories for applications in furniture, white goods, bathroom equipment, automotive and caravanning.

As a first practical measure to implement that strategy, the R&D team in Dekani kick-started the design of a new hydraulic damper solution to fit into the existing Kinetics soft-close systems as a plug&play solution. The internal components of our existing 8.9mm damper family – such as damper valves, sealing rings and piston rods – could get carried-over into a new damper housing and a new damper top covering giving a new damper variation with very limited risk of failure.

This new hydraulic damper will extend the product range and replace the current air damper technology of Kinetics' soft-close systems with a nice technical improvement in damper performance and quality.

The new design was already verified by in-house testing in Dekani and Aichhalden of prototype-tooled dampers with very positive feedback from a chosen list of customers.

We look forward to the next generation of Slidix II, Slidix TA, TB, TC, TD, TE, TF and Slidix Centro systems with hydraulic dampers in various forces. These will incorporate flat or progressive damping curves or a final release function to cover a vast number of applications and load ranges for drawer boxes, runner systems and sliding doors. •



New assembly machine for Glissando TL3

Solution for soft closing without compromise

Natalija Baljič, Marketing Specialist

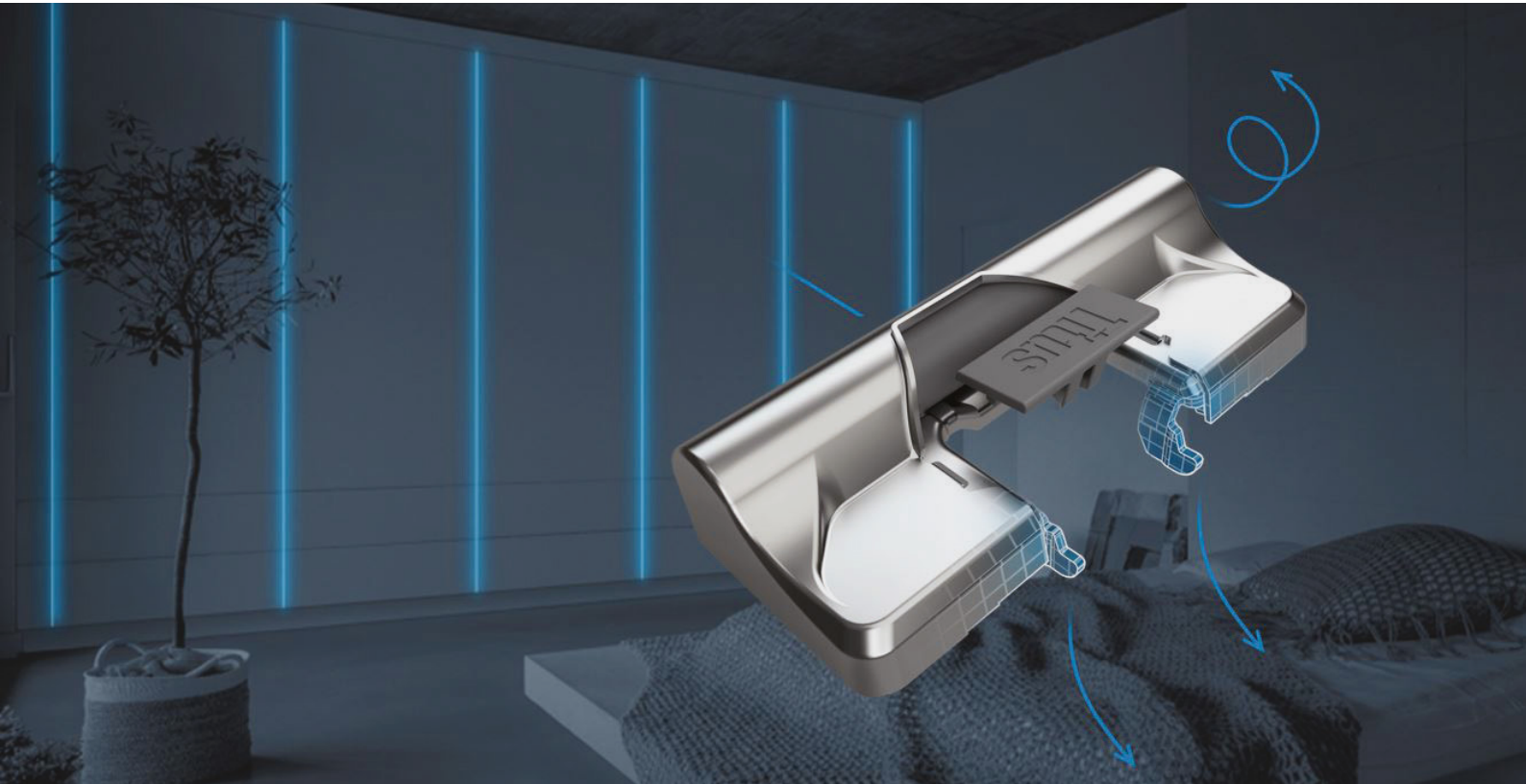
In accordance with Titus's goal to make our customers even more successful, there has been an important improvement with our production facilities at Titus Dekani. We have invested in a new production equipment for Glissando TL3.

On the new Glissando TL3 all components, except the damper, are made of sheet metal produced on highly productive and precise presses. For comparison, the production of the same quantity of components for Glissando TL3 requires four times less machine hours than for the old Glissando TL2. Another advantage of the new assembly machine is that the assembly of the product provides impressive improvements when compared to the equipment we had for the previous Glissando TL2. On the same machine we can assemble Glissando TL3 and Glissando T-type with short exchange time. This advantage will contribute to higher production efficiency and maximise production output.



Furthermore, the new Glissando TL3 machine is three times more productive than the old assembly machine for the Glissando TL2. In practice, it means that for the production of the same quantity of the product we need less production space as well as less resources. Machine has automatic 100% quality inspection of soft close functionality. This feature is ensuring that every single piece in the box is working properly.

Glissando TL, the world's most efficient hinge damping device that allows for minimum portfolio complexity and maximum flexibility in use, has been upgraded with a sturdier construction and a premium soft-closing action. Glissando TL is an add-on damper that helps to determine the optimal number of soft close devices required per cabinet door. It follows the 'One-for-All' principle, meaning that one item provides soft closing feature to a wide variety of hinge crankings and corner applications in B-type slide-on and S-type snap-on hinge families. The advantage of this approach is that portfolio complexity and stock requirements are thus significantly reduced while at the same time providing great flexibility in use.



Its sleek design and position on hinge cup require no extra space outside the usual hinge area, meaning no additional elements on the cabinet front or obstructing part in cabinet interior are needed.

The versatility and flexibility of Glissando TL makes it an appropriate solution for use in a wide variety of furniture and cabinets, from entry level RTA cabinets to bedrooms and kitchens.

This is yet another example of how Titus implements its mission of providing manufacturers with component solutions that improve their competitiveness. •

'In its new version, Glissando TL3 features a modified MultiStep damper and a sturdier design which results in a smooth and silent, yet decisive soft closing with soft landing without re-bounce. Damping force distribution across the whole soft-closing action eliminates the need for adjustment. Furthermore, its new construction assures a tighter hinge-Glissando fit and a superior slam resistance for a consistent and reliable performance during 80,000 cycles', explained Enei Kolar, Application Engineer at Titus Dekani.



Quickfit dowel Ø10mm, new in Titus connectors' Quickfit family

Monika Pertot, Marketing

Quickfit 10mm dowel, now launched in Europe in a new version, provides more confidence in tightening and enhanced resilience in more demanding applications, typically in tall wardrobes and in office furniture.

The goal of the product's re-design was an improved performance of the dowel, increased efficiency of the manufacture to assure more capacities to support growing sales in Turkey and other European markets. The new version of Quickfit 10mm dowel provides an easy insertion and take out from the hole, improved pull-out resistance and higher resistance to slam test.

Hand insertion eliminates the intensive labour process of screw-in assembly and preserves the panel quality. The expando feature assures solid joint and an optimum cabinet strength even in cases of inaccurate drilling. The Quickfit 10mm dowel provides greater accuracy, speed of assembly and reliable engagement in 10mm diameter dowel holes.

Quickfit dowels from Titus are the most consumer-friendly fittings on the market, providing fast assembly and a high performance joint. •



The story of Simplehuman

Jeffrey Tay, Sales Manager SE Asia

Simplehuman is a Los Angeles-based company established in 2000 by Taiwan-born Frank Yang. They design and supply housewares such as trash cans, soap dispensers, sensor mirrors and caddies. With factories based in Taiwan, Frank's vision is to design better products to help people to be more efficient in their home.

Simplehuman is very focused on consumer's experience and they are always looking for ways to improve their products through better design, technology and choice of materials.



Titus' relationship with Simplehuman started in late 2015 when they were looking for ways to improve the performance of their step bins. Simplehuman had been using air dampers to soft-close the lids of their bins, but were not satisfied with the performance, especially on the bigger and heavier lids. They found out about Titus dampers via the internet and contacted us to find out how we could help them to improve performance.

We had numerous discussions with their designers and engineers to assess their requirements and expectations. We made multiple test prototypes based on their requirements. After five months of testing and redesigning their step bins, Simplehuman finally decided that a 220N customised damper would be the best fit for three of their most popular 45L bins.

Titus have been working closely with Simplehuman's R&D team to assist with their new product development and to help improve functionality of their products. We are currently developing a new high-performance damper for their larger and heavier bins. •

Dustbin by Simplehuman

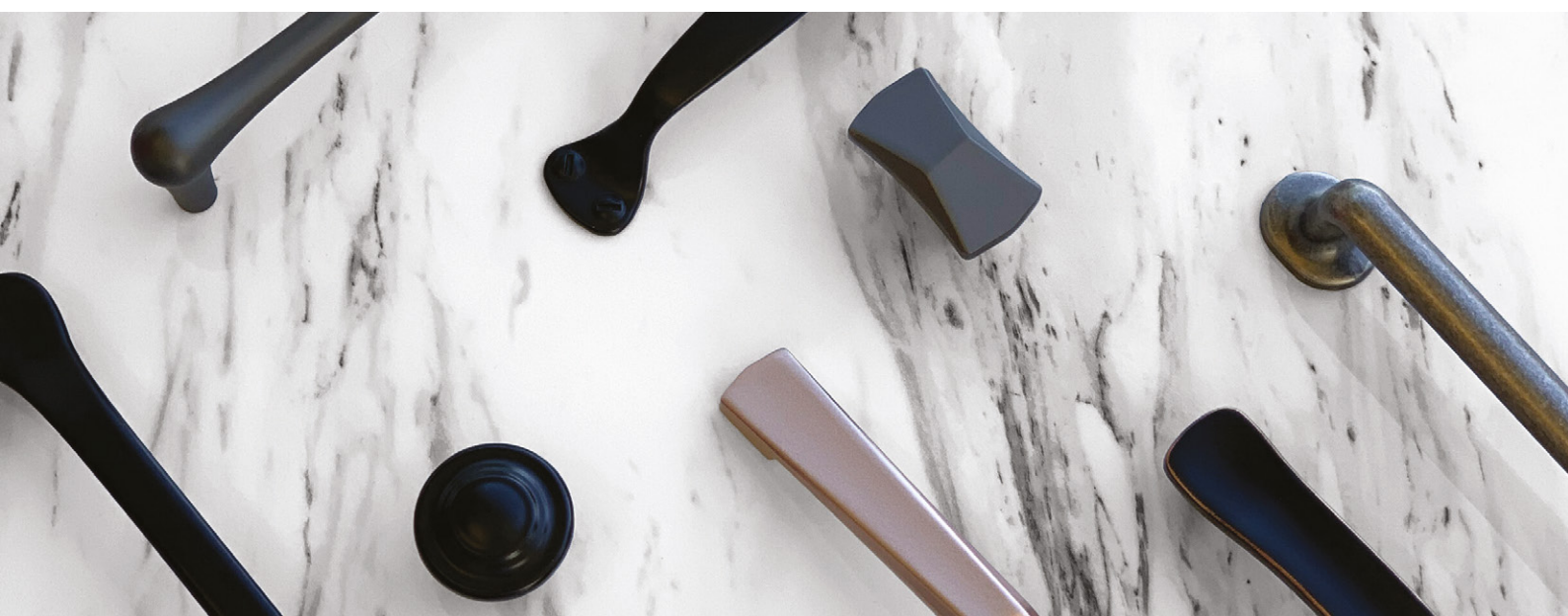
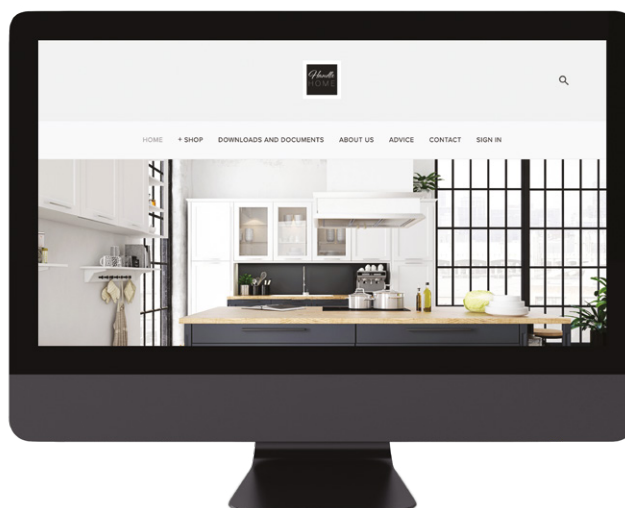
Titus Tekform update

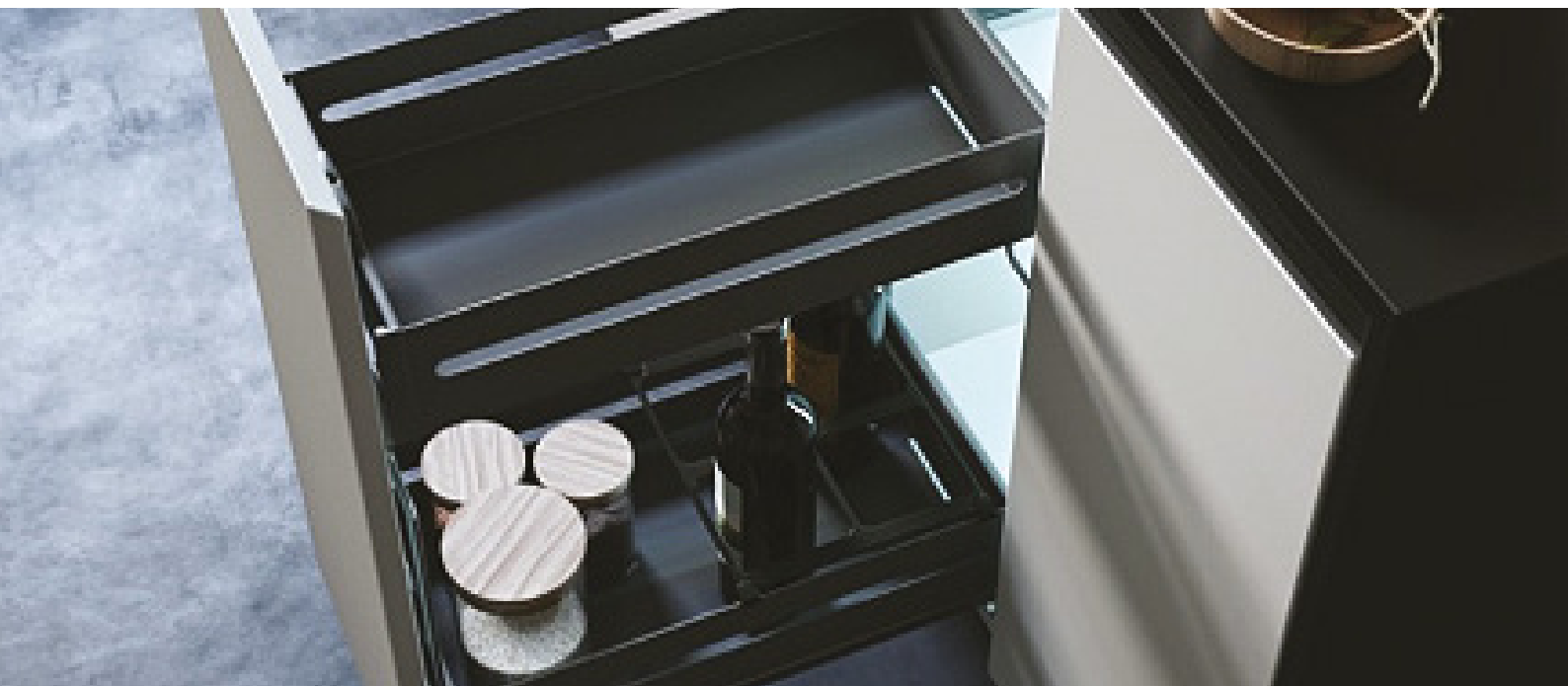
Rebecca Hedley, Senior Marketing Coordinator

Online ordering has been one of the highlights of the year for Titus Tekform in 2020. Despite unusual circumstances, converting customers to online ordering has proven an effective opportunity to retain sales and increase customer engagement. The 2021 financial year has seen a string of record-breaking months for eCommerce, close to double our figures for the same period last year.

Sales of T-type hinges have soared online, with the **T-type-i 110 0mm** hinge alone comprising 3.6% of all online revenue, up from 2% last year. Drawers are our biggest online sellers, however the **Tekform DW70** remains our top earner with 7% of all online revenue, followed by the four Slimline drawers which collectively total 22.7% of online sales. Online analytics have been an invaluable source of information in recent months, granting us deeper insights into customer behaviour and trends compared to traditional order processes. Unlike offline sales, we can see a marked increase in online end-of-month sales and a surprisingly high number of orders are placed on Fridays, when branches are usually quieter. As users continue to embrace mobile ordering, we have been updating our online shop to optimise the mobile user experience, particularly across key product categories. Our hinge, drawer and handle product pages now feature drop-down menus for easier ordering on mobile devices and sales from campaigns (paid, social, email) is up 412% YOY.

One of our most successful new product ranges has been the **Aura handles**. The curated selection of kitchen cabinet handles and knobs features of-the-minute styles and finishes inspired by the latest European trends. The Aura handle range has been popular online and a hallmark of our end-user focused handle website, **www.handlehome.com.au**. Changing design trends necessitates a frequent refresh of our handle range and we've had a sneak peek at some of the new handles we'll be bringing in as part of our latest NPD projects. 2021 will see some exciting new handle designs and finishes, including some made specifically for push-to-open solutions.





Another exciting new range update is coming to our Innerware category. The new collection features a consolidated range of chrome wireware supplemented by high-quality **Quadra** anthracite pull-out units. Joining the Slimline drawer and our new Kosara waste bins, the Quadra line will be the latest addition to our anthracite series, aimed at premium buyers to complement the launch of TeraBlack.

This year has also seen the launch of the MTM Door app. **The Stefano Orlati Made to Measure door program** from Titus Tekform delivers prefabricated doors cut-to-size with perfectly matched edgebanding and is now available to order online in a quick and simple web app. The Made to Measure door range has been expanded to include the new Midnight OptiMatt finish and four textured woodgrains. The copy and edit functions make it easy to add complex board orders in just minutes. Fabricated in-house at our Sydney MODULR+ factory, the OptiGlaz, OptiMatt and OptiGrain doors are cut and edged to suit customer requirements, including optional hinge drilling.

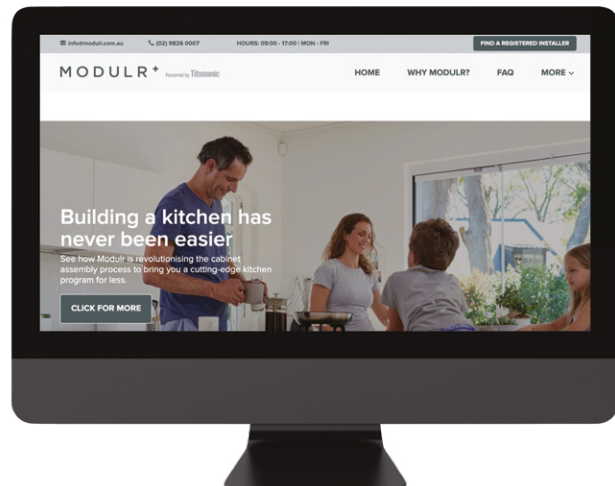


In addition to Made to Measure doors, the MODULR+ factory has been utilising the Titusonic machinery to perfect the assembly of cabinets for the MODULR+ kitchen brand. MODULR+ offers significant advantages to both kitchen installers and end customers thanks to the unique Titusonic technology. The consumer website **www.modulr.com.au** is now live and we're happy to announce that the MODULR+ kitchen builder is now in User Acceptance Testing to refine the online ordering process. The online kitchen builder is a step-by-step configurator for trade and consumer customers to order complete kitchens with pre-assembled cabinets. The kitchen builder is an exciting edition to the

MODULR+ portfolio and an opportunity to expand the brand into new markets outside its current commercial focus.

Through the Titus Tekform, Stefano Orlati, Handle Home and MODULR+ brands, we are continually analysing our channels to market and leveraging our digital media platforms to further customer engagement and retention. Our aim is to improve the user experience of our customers and utilise their feedback and current market trends to ensure we provide exceptional service both online and offline. •

You can visit **www.titustekform.com.au** for the latest on our MTM Door program, our most up-to-date product brochures and customer case studies.



Carpenter days in Starwood Yapi Market – Ikitelli, Turkey

Ertan Erden, Regional Sales Manager for Turkey, Georgia, Azerbaijan and Armenia

Together with our distributor **Starwood Yapi Market in Turkey**, **Titus Turkey** organised the first **Carpenter Days** event on **13-18 July 2020**, in **Starwood Yapi Market shop in Ikitelli** with great success.

The goals of the event were to get the attention of carpenters for Titus products, to promote Titus brand in Turkey and present the benefits of our T-type hinge. We intended to educate and train Starwood Yapi Market's staff about our products and give them knowledge and experience on the organisation of Carpenter Days.

Time was spent preparing the event; from promotional materials, leaflets and sample boxes to product demonstrators etc. During the six days, we had the chance to train Starwood Yapi Market's staff and their customers and last but not least, we were interested in the customers' feedback about our product range. T-type hinge was the main attraction receiving much interest for its simplicity of assembly feature and Confident soft closing performance.

We are looking forward to planning more Carpenter Days events in the future with our Turkish partner Starwood Yapi Market in their shops in Ikitelli, Sultanbeyli, Inegöl, Bursa, Inegöl and Ankara. •



Carpenters days with focus on the T-type hinge have established Titus as one of the leading EU hinge suppliers in Turkey. Carpenters days are just a small part of Titus T-type 'Integrated Marketing Campaign'. This includes sales promotion among 40 of the biggest OEMs, 38 Starwood shops with POS advertising and Titus product/category management, Starwood Yapi Market shops' staff trainings and media advertising. With this activity, T-type is receiving much attention from both professional customers and end users... Our objective is to make T-type hinge a preferred hinge among Turkish high-end kitchens' carpenters and manufacturers.

Valter Černetič, Sales Office Manager

Lama Avtomatizacija d.o.o. company name change into Titus Technologies d.o.o.

Natalija Baljič, Marketing

On April 1, 2020 the **Lama Avtomatizacija d.o.o.** company changed its name to **Titus Technologies d.o.o.** This change is a consequence of the unification of trademarks and further consolidation of the Titus brand market position.

The aim of the new company name is to be aligned with the Titus brand and to be easier to remember as it resonates with our customers.

Another important change for Titus.Technologies was the appointment of Peter Orbančić as the new Titus Technologies Director. With over 20 years of working experience, Peter's main objectives are assuring the company's best performance in a complex global environment. •



Titus Diecast Technologies project for Atlas

Phil Richardson, Die Cast Technologies Manager

The Atlas Bolt and Screw Company is a long-established supplier of fasteners to the North American construction industry. They sell and distribute their products across North America and have production plants in the USA and China.

Their 'flagship product' is the Ultimate cladding bolt. This bolt is made up of a hardened steel insert, a zinc head and seal under the screw head. The zinc head is cast onto the steel insert and then the sealing washer added in a separate operation. The finished bolt is then painted to match the colour of the building cladding it will be used with.

Atlas first approached us in 2015 to investigate whether Titus would be able to supply them with replacement machines to produce their Ultimate screw range. They were attracted to Titus Diecast Technologies as a potential supplier by our unique set of technical competences which enable us to offer fully automatic casting cells that integrate diecasting machines, tooling, and automation. When they first approached Titus, Atlas used machines which they had built themselves.

Initial discussions identified some serious challenges in the project.

- The production cell had to be fully automatic
- Productivity rates were very high to achieve cost viability
- 12 different types of inserts to be handled
- Nature of inserts: very hard and abrasive with dust/debris contamination from their manufacturing process
- The cast screws had to be flash free and de-gated.

To design and build the 'Atlas Ultimate Caster' our project team used their full skillset of automation, diecasting, tool making. Titus Diecast Technologies is one of the few companies in the world who can offer this package. The first machine was completed after overcoming some technical challenges such as part ejection, auto-degate of parts, wear rates on insert feed tracks. Once the pre-acceptance trials were completed, Atlas staff came to Dekani for training for three weeks. Shortly afterwards the 'Ultimate Caster' was shipped to the USA – a fully automatic insert casting cell.



The finished bolt is then painted to match the colour of the building cladding.



Atlas Ultimate Caster Mc1 installed in their Ohio plant

The project enabled Titus to develop an approach on how to effectively provide sophisticated technology to an oversea customer. Atlas have since ordered more casting cells. Production has now settled down and the US plant now regularly outperforms their Chinese counterparts.

Ultimately the success of this project was due to the complimentary expert knowledge and skills of the Diecast Technology and toolroom teams and the determination to deliver a quality machine despite

the project difficulties and challenges. The long-term goal of this partnership between Atlas and Titus is that we will supply replacement machines to cover all the Atlas Groups requirements for production of their Ultimate screw.

Along with automated casting cells Titus Diecasting Technologies supplies world class multi-slide diecasting machines and technology to the global market and supports the needs of all Titus Group's in-house diecasting activities. •

Another successful project in Titus Diecast Technologies

Monika Pertot, Marketing

Recently, our colleagues from Titus Diecast Technologies, specialised in multi-slide die casting, started on a LamaCaster H65 project for company ZEBR, Czech engineering company. The company has a worldwide presence in the market producing machinery for screening technology, exterior and interior louvres and components for assembly.

The story behind this is quite common. The client contacted Titus with a request for a machine that will enable the production of zamac guide pins, the integral part of any louvre. Until recently, guide pins had been purchased from China. Due to dissatisfaction with the supplies and quality of the components, the decision was made for in-house production however, the die casting machine from the Taiwanese producer had never met the customer's requirements.

The LamaCaster H65 machine, hydraulic turnkey solution from Titus TDT division, came at the right time. There aren't many players on the global die-casting market that can meet the demand for a machine ideal for the mass production of small precision components where the high-quality surface finish is a priority.

The client was impressed by the speed, accuracy and performance of the LamaCaster and at the same time by the fact that Titus TDT is providing complete die casting expertise, from initial concept to delivery and successful installation in the customers' factory.

Behind every successful story is an ever better one of support. And our TDT team proved that again in a real-world business. •



IWF Connect – the first Titus' virtual show

Curtis Baugh, Sales Manager, Hinges – North America

Between October 26-30, 2020, we successfully participated in our first virtual show IWF Connect, the Global online B2B event for suppliers to the woodworking industry.

The timing was tight, and the show sponsors were scrambling to get things done in a short period of time. This left Titus with very little time to prepare and be “perfect” as we always strive to be. We presented every day for five days, 15 minute sessions of product specific video presentations and live chats with Q&A. Featured products were: T-type, Push latch and B-type i3.

We improved each day and discovered and learnt so much about this format! After this positive experience, we are ready for and looking forward to more virtual trade shows.

We received 80 leads, created awareness of T-type hinge and pushed the Titus brand awareness into the industry. We now have cabinet makers asking for T-type at distributors.

Our competitors did not have any live presentations and we were the only company presenting in the hardware/hinge category. Titus Group was able to pull this off in little time because of the commitment, skills and agility of the marketing team to prepare professional videos and support to get this done. Great teamwork by all! •

Discover the T-type at LIVE Session

IWF CONNECT

26 October 2020



Curtis Baugh,
Hinge Specialist at Titus

 **1.30 PM EST**





Live Events - product presentations, live chats, Q&A sessions - gain a lot of positive feedback

Titus Polska – History written by people

Grzegorz Kustosz, Sales and Logistic Manager; **Monika Pertot**, Marketing

This is the 20th anniversary of Titus' subsidiary in Poland. Monika Pertot talks to Grzegorz Kustosz, someone who knows everything about Titus Polska, and how the company and the furniture market in Poland have changed over these years.

Monika: Grzegorz, you have been with the company since day one. What thoughts and emotions do you have when looking back to the beginning?

Grzegorz: I'm happy to have been a part of the company for more than twenty years and to have seen how it has changed over this time. I'm proud that for more than twenty years I've offered this brand to the customers because these products are of top quality and innovativeness.

Monika: So, what were Titus' beginnings in Poland and how has the company changed over the years. How has your role in the company changed?

Grzegorz: I started working in the furniture business in 1995 at CH Schmid. I was responsible for customer issues. As a small, company with four employees, we imported Italian furniture accessories and sold them to Polish customers. In 2000, CH Schmid was taken over by Titus. We widened the range of offered products. The basic strength of Titus has always been the cooperation with the furniture industry. The products sold in mass quantities were eccentric connecting fittings. In 2006, Titus merged with Slovenian company Lama and as a result the range was widened to include concealed hinges.

Along with the growth and increased demand for Titus Polska products, it was necessary to change the company premises. Now we have a facility with 120 square metres of office space and 800 sqm of modern storage space. The product which has significantly increased our sales is Glissando – add-on hinge soft closing solution characterised by particularly confident closing which is quick and gentle, conforming to the requirements of customers. To sum up, from a small company with four employees importing Italian furniture accessories, we have become one of the key players in the Polish market of furniture accessories. Today, we also sell our products to Baltic countries, Slovakia, Czech Republic and Ukraine, and as the Logistics and Sales Manager I'm responsible mainly for ensuring the supply chain continuity and technical advisory.

Monika: Looking back, what changes in the company business model can you see?

Grzegorz: During the first years, we supplied products to a wide range of customers. It was a sufficient strategy at the time but Poland developed in recent years to one of the strongest Key Account Markets for the European furniture industry and so, the focus changed. We designed a strong Distribution network for corresponding customers and their demands and focussed as well on the big players in our region.

Monika: Was it easy to accept this new strategy? You must have been connected with many customers.

Grzegorz: Each change involves a certain anxiety and even risk. The greatest difficulty in implementing the new strategy was the need to redirect "small" customers to our distribution partners. It was tough in the beginning, but now I see that the consolidation of sales, introducing the logistic minimum and full-package deliveries brought many benefits.

Monika: Reviewing 20 years of Titus in Poland, what has been the greatest achievement of the company?

Grzegorz: One of the greatest achievements has been to maintain long business relations with key Polish companies in the furniture market. This means that these companies have put their trust in us for 20 years. We have become one of the key suppliers of cabinet hardware in Poland.

Monika: You said that over 20 years Titus Polska has established a stable position in the Polish furniture market. What makes you different from the others?

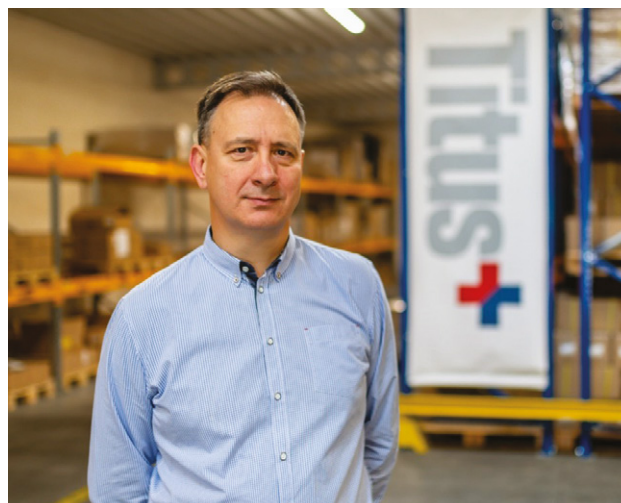
Grzegorz: We are distinguished mainly by our relationships with customers. Our team comprises experts in cabinet hardware and the personal attention that customers receive covering on-time delivery and technical advice are just two examples of what makes Titus different in the Polish market. In addition, we are one of the very few companies who have a demonstration vehicle (so-called DemoBus) allowing a mobile presentation of products to the customers from all over Poland.

Monika: Where do you think Titus Polska will be in the next 20 years?

Grzegorz: The technological development in the furniture industry creates more and more challenges for cabinet hardware. Now, soft-closing is the standard for box furniture and consumer appliances. Soon, such systems will be used in many other household items. I hope that Titus Polska will become the leader among the sellers of soft-closing systems.

Panta rhei – everything flows. In the next 20 years I hope to celebrate my 40th anniversary at Titus Polska, and then hide in my home with my wife and enjoy my retirement.

Monika: Grzegorz, thank you for the interview and I wish you even more success at Titus Polska! •



Grzegorz Kustosz, a person who knows everything about Titus Polska



Titus Polska premises - a facility with 120 square metres of office space and 800 sqm of storage space

Raising brand awareness in Starwood shops

Ertan Erden, Regional Sales Manager for Turkey, Georgia, Azerbaijan and Armenia

Titus has started furnishing the shops of its exclusive distributor in Turkey Starwood Yapi Market. Starwood Yapi Market has 29 shops all over Turkey and in 2020 Titus has furnished the displays of Ikitelli and Sultanbeyli shops.

Titus' target is to increase brand awareness in Starwood Yapi Market shops as well as in the Turkish market and make the brand more recognised not only for OEMs, but also for carpenters. By furnishing those shops, Titus created the opportunity for its customers to see Titus products and their applications closer. •

M. Korelc, Regional Sales Director S Europe, Middle East and India added:

"Titus and Starwood Yapi Market decided to invest in Titus' brand awareness in Turkey by completely furnishing the headquarters in Ikitelli. And this could be an example of how to expose the Titus brand also in others countries."



Management system integration for Excellence 2022

Andreja Jesenko, QMS Manager Titus Europe

Do you want to be successful in your life? Do you want to look with satisfaction on the path behind you that gave you experiences and learning? Do you want to govern your future to achieve harmony of your inner world?

The principles on which we are based, the way of execution of our tasks and results coming out of that could be the benchmark of our excellence in our everyday life.

Each of us is using some kind of system in his life. In reality, we unconsciously practice and consciously continuously improve systems which represent pillars of stability in our life on one side and a change driver on the other side. Whether we have in mind daily life organisation, approach to obligations, planning household's new investment, taking care of our garden, transferring our knowledge to our successor or playing a game, we all use systems to manage the situations and drive them into direction of success.

The same exists within the company. We believe that working on the corporate and company principles, executing tasks in line with defined processes to which we continuously search improvement potentials and risk preventions, embedding Titus brand values, is resulting in the improvement of competitive position of Titus in the market.

By keeping this in mind, in January 2020, Titus Technologies d.o.o. Quality Management System (QMS) started integrating with the Titus d.o.o. QMS. Merging the best practices improves efficiency, facilitates daily operational management and strategic planning. In April 2020, the integration of Kinetics program into Titus processes started. With the ISO 9001 external audit, performed in August by the Bureau Veritas Certification, we successfully completed the first stage of the QMS integration. Certificate ISO 9001 is issued for Titus Europe with two locations: Titus d.o.o. and Titus Technologies d.o.o.

Thanks to all participants and all employees who, through their daily engagement and risk & opportunities-based thinking ensure that we meet the requirements and expectations of customers, owners, management and other stakeholders.

The next step of management system integration was the inclusion of Titus UK into the FSC Chain of Custody certification this October. The final objective is to run Titus Europe division based on the divisional Quality Manual until the end of FY 2020/21.

We are all taking part in improvement & change of processes by proposing ideas, designing, developing and exercising solutions. Sourcing ideas for better performance, human flowless, more automatized and digitalised processes are directing Titus EU division into the Excellence 2022 project. •



Learning for excellence

Andreja Bauman, Chief Human Resources Officer

Titus EU management has presented “Project Excellence 2022” to employees and Principals during the corona crisis. It is a project that aims to create a work environment in which each employee actively contributes to the development of the company, where we are constantly looking for opportunities for improvement at all levels: ‘Quality in everything we do!’.

Among areas for improvement is the requirement to increase productivity through lean processes, simplifications, digitisation and automation.

What can we do to improve our productivity?
What HR department can do to improve productivity?
How can HR support the company’s strategy and set objectives?

We believe HR & HSE activities can play an important role in productivity improvement. It is about people, work organisation, managing responsibilities, expectations and capabilities. Continuous skills development with focus on delivering results.

To support work on Project Excellence 2022 during the corona crisis, the HR and H&S departments have been actively involved in three key areas:

1. Provide safe and healthy environment for the employees.

Special security measures and protocols of the desired behaviour were implemented to protect and provide a safe and healthy environment for our employees. It is very important to strictly follow the applicable security measures and act self-responsibly. The safety and health of employees must come first and we need cooperation and responsible behaviour from each of us.

Upon entering the company, it is still mandatory to disinfect hands, measure body temperature and keep a safe distance. The use of masks is mandatory for all employees during working hours, while moving around the company’s premises, when going to lunch, in changing rooms or in the yard. Limited access to the site has been implemented and safety instructions posted for when entering the gate, at warehouses, for post and package delivery. Customer visits have been kept to a minimum. In the restaurant, a special sitting order has been implemented and working from home where possible has been enabled, increasing a safe and healthy environment for the employees.

2. Regular internal communication.

Transparent communication of guidelines and safety measures were implemented to prevent the occurrence of Covid-19 infection in the work environment. Repeated

information has been shared with employees, that following safety measures can prevent the spread of all types of viruses and implemented protocols can help to take care of our own health and the health of our families.

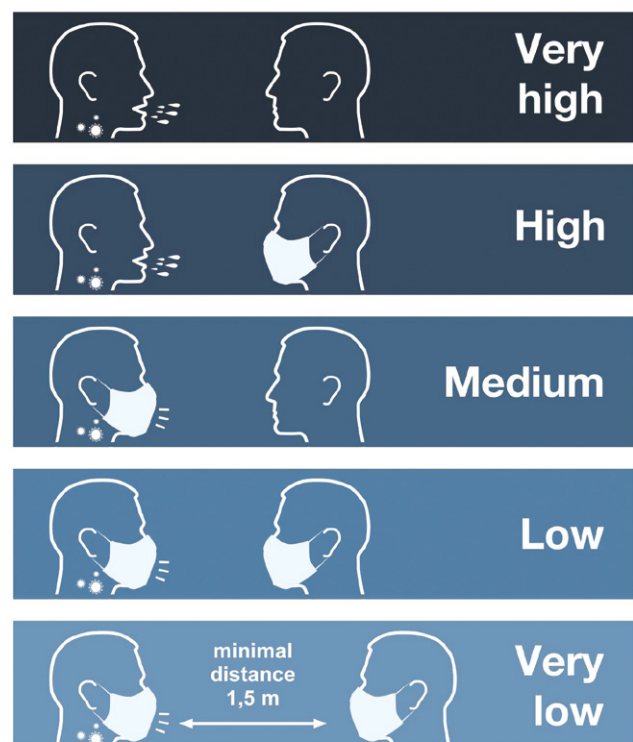
In order to reach all employees with key information, the marketing department created two new communication channels: electronic info board “T-board news” which is easily accessible to all employees, and Titus Group internal social network “Yammer”. What a great idea!

3. Training and learning for “Excellence”

The crisis is a great opportunity to gain new knowledge, to learn and educate ourselves and to make us even more productive, efficient, and capable of achieving challenging goals. That is why HR created the project “Learning for Excellence”.

For all production managers internal workshops were organised to focus on “Conscious Safety” and “Management of Conscious Safety”. There were more than 150 participants in Dekani and the message is also available to be shared with other production sites in the Titus Group.

Facing the new reality/normality of the market, the sales team has had to work from home. To help them in this difficult situation, first group initial “Virtual Sales Training” has been organised and preparation for training of new participants is underway.



It is very important that Titus provides possibilities to gain new knowledge and skills however, it is also our responsibility to learn and educate! Which book did you read last? Did you get new ideas to improve your workflow?

Always use the opportunity to engage yourself in acquiring new knowledge. Take time to learn, study new work processes, propose improvements and communicate with your co-workers. Be the role model and try to understand and meet the needs of the company.

This is also in line with Titus' Principles and Philosophies, to gain total knowledge of our customers and to continuously enhance input efficiency and sustainability. Self-education gives us the opportunity to grow even faster, to maintain our "employability" and successfully keep up with constant change. We would like "To be Excellent in All We Do". •

Titus Group Yammer

Efi Nikolaidou, Group Communications Coordinator

As we face one of the worst crises in history, there is one thing that pulls us through and that is you, us, our Titus community.

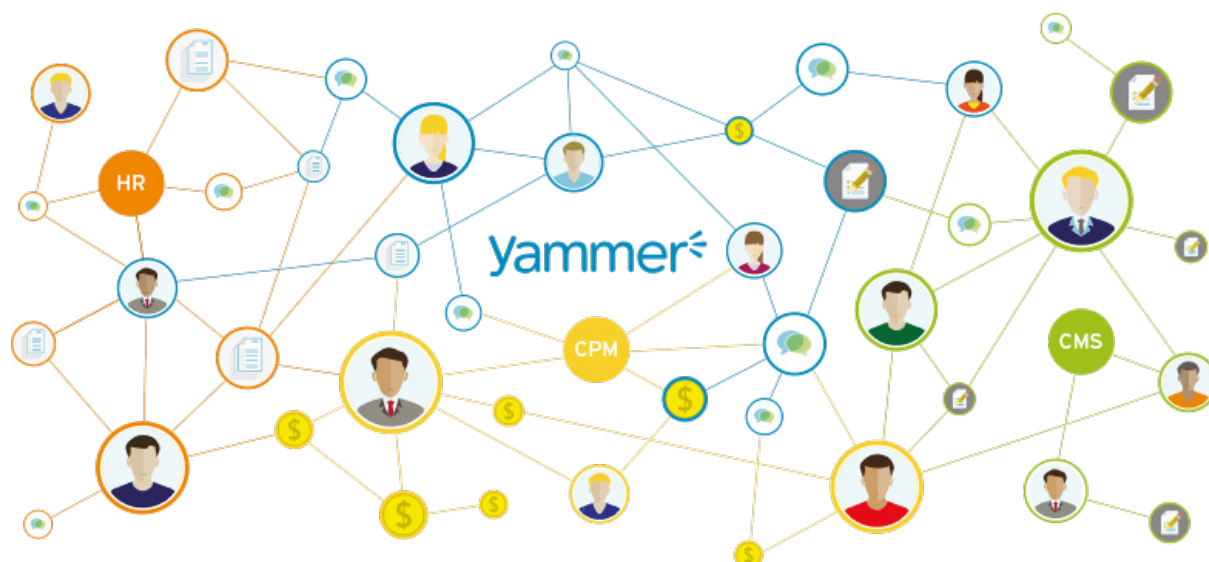
During the beginning of the lockdown, last April, and while life was looking very different, we launched Yammer-Titus Group global chat tool. We decided to come together and fight the impact that Covid-19 and the lockdown had upon us and created this platform with the purpose of keeping connection and communication between Titus employees.

All our colleagues are encouraged to post what they have to say, how they are, comment and like, so everybody can literally share activities, photos, latest

news, inspiring tips including easy and delicious recipes, workout exercises to try at home and stories that brighten our mood. We also shared the latest news about Titus operations during the lockdown.

During this challenging period, communication through Yammer is a way to survive isolation and navigate through new normal that is a more remote and isolated life.

Yammer is still active and chat is available for all Titus employees who have access to Office 365. Stay connected, share your news and keep an eye out on Titus Global Family! •



Titus Welcomes ...

Chris Tate

Group Head of Engineering



From 1 March 2020, the Group Head of Engineering is the signatory on Engineering and New Product related capital expenditure (Capex) approval processes for Titus Group new product development (NPD) and manufacturing.

Chris Tate will be conducting an essential coordinating role for the Titus Group's production and engineering teams with the purpose of enabling a unified design and manufacturing philosophy. The authority will be confirmed in Group QA procedures.

We are looking forward to Chris applying his unsurpassed experience and knowledge across the company with the objective of having a single engineering authority to coordinate and prioritise allocation of Titus' worldwide product engineering and design within a unified philosophy in the years ahead.

Martina Kuzmič

Director of Titus Group Marketing



Martina has been appointed as Director of Titus Group Marketing from 1 June 2020. She has been Group Marketing Manager and Divisional Marketing Manager since 2006.

She established the platforms for the integration of the Titus and Lama brands and has been the leader of product strategy leading to the targeting of a 'world brand' position to become a fully functional hardware supplier to the kitchen industry worldwide.

As Director of Titus Group Marketing, Martina is responsible for execution of the Titus Group long term marketing strategies incorporated in Group and Divisional annual plans and for supervision of sales and marketing spending worldwide. She attends New Product Development Reviews as the signatory on Engineering and New Product related Capex approval processes and manufacturing.

We are looking forward to Martina applying her experience of the company's capabilities in maintaining the flow of new product launches to meet the goals in the Group's long term plans.

Stepan Khotulev

Regional Sales Director Russia



We are pleased to announce that Stepan Khotulev has been appointed Regional Sales Director in Titus Russia. He will manage Titus sales activities in the Russian region.

Until 2015, Stepan was a professional tennis player, competing in events across the world. In 2015, he joined the sales team of Sloros furniture fittings in Russia and in a few years, he took over the sales department. Since that time, Sloros' revenue has doubled. His working experience is connected to sales of furniture hardware for various clients such as DIY chains, furniture factories and trading companies.

We are certain that Stepan's experience will help to further improve Titus' brand recognition in Russia and the nearby countries.

Bojan Cerar

Product Manager for Connectors



We are glad to announce that as from November 2020 Bojan Cerar, former Area Sales Manager at Titus, has rejoined Titus Group as Product Manager, primarily in charge of cabinet connectors.

Bojan has more than 23 years professional experience. He began his career as a Technologist and later Chief Technologist in the paint manufacturing industry. He has spent most of his career in the automotive industry in various positions related to marketing and customer care - sales and key account management, sales engineering and product management, mainly.

Within the Titus Group, he has operated globally and further strengthened his already rich experience of working with customers, especially in the European market, the Middle East and India.

Boštjan Bratuš

Group Director of Operations



Boštjan Bratuš has been appointed to be Group Director of Operations based in the Group Head Office in London.

The new position will be to coordinate the increasingly complex operational inter-relationships between the Titus Divisions and to identify the opportunities to improve the efficiency and consistency of our operations.

Boštjan brings extensive management experience having previously been Managing Director of Hidria, a component engineering group based in Slovenia that designs and manufactures large volumes of technically complex components for worldwide automotive and industrial customers.

Boštjan's knowledge and energy will support the expansion plans for all our companies and his tasks will include ongoing digitalisation of global manufacturing, logistics, and supply chains.

Robert Pavletič

Chief Transformation Officer



This year extended his responsibilities in three important areas: Strategic Business Development, IT and Controlling.

Beside strategic, organisational, and process business opportunities identification, Rober will play a pivotal role to ensure the Global implementation of the policies and projects for Titus Group. His managerial experience from manufacturing, logistics, and consulting industries, supplemented by extensive knowledge of business process improvement management, supports the strategy of sustainable and profitable growth of Titus for the foreseeable future.

New Colleagues from Kinetics

Christian Drenth has been appointed as **Director SBU Kinetics**.



He has been working with Titus since February 2020 and is managing the post-merger integration of the Kinetics Division into the Titus Group. He is leading the integration of sales and marketing processes and managing the transfer of production and logistics to Titus d.o.o. in Dekani. Through his role, he will coordinate the activities of the project teams in Germany and Slovenia.

Tobias Faisst joined as **Project Manager**.



He worked for two and a half years in Simon Kinetics as the link between Sales and Engineering, monitoring all customer projects and new developments. He has a Bachelor degree in Engineering and in SBU Kinetics, he will be responsible for the coordination of all development and customer projects with regards to cost, delay, quality and continuous project controlling (advancement, goal

achievement, deviations). He will provide technical support to Sales during customer visits and project meetings and translate the “voice of the customer” to Engineering and vice versa.

Igor Barinov has joined Titus in the position of **Product Manager & CS Teamleader**.



In the last two years in Simon Kinetics, he implemented Amazon sales and developed the Sales APP, a digital product catalogue. During this time, he gained in-depth knowledge of products and pricing. He has a Bachelor degree in Business Economics. In Titus, his focus will be to provide product planning throughout the product lifecycle, provide input to Sales and Engineering with market trends and requirements, observe market trends and competition, and manage all product data required for catalogues and technical datasheets.

Jonathan Lang joined as **Area Sales Manager for France & Benelux**.



He has worked for Simon Kinetics as technical salesperson for the last two years, having a technical background in robotics and automotive. In his new role, he will be responsible for liaising directly with customers and distributors in sales territories of France and Benelux, managing and supporting industrial sales agents for Spain/ Portugal and initiating new customer development from acquisition to series production.

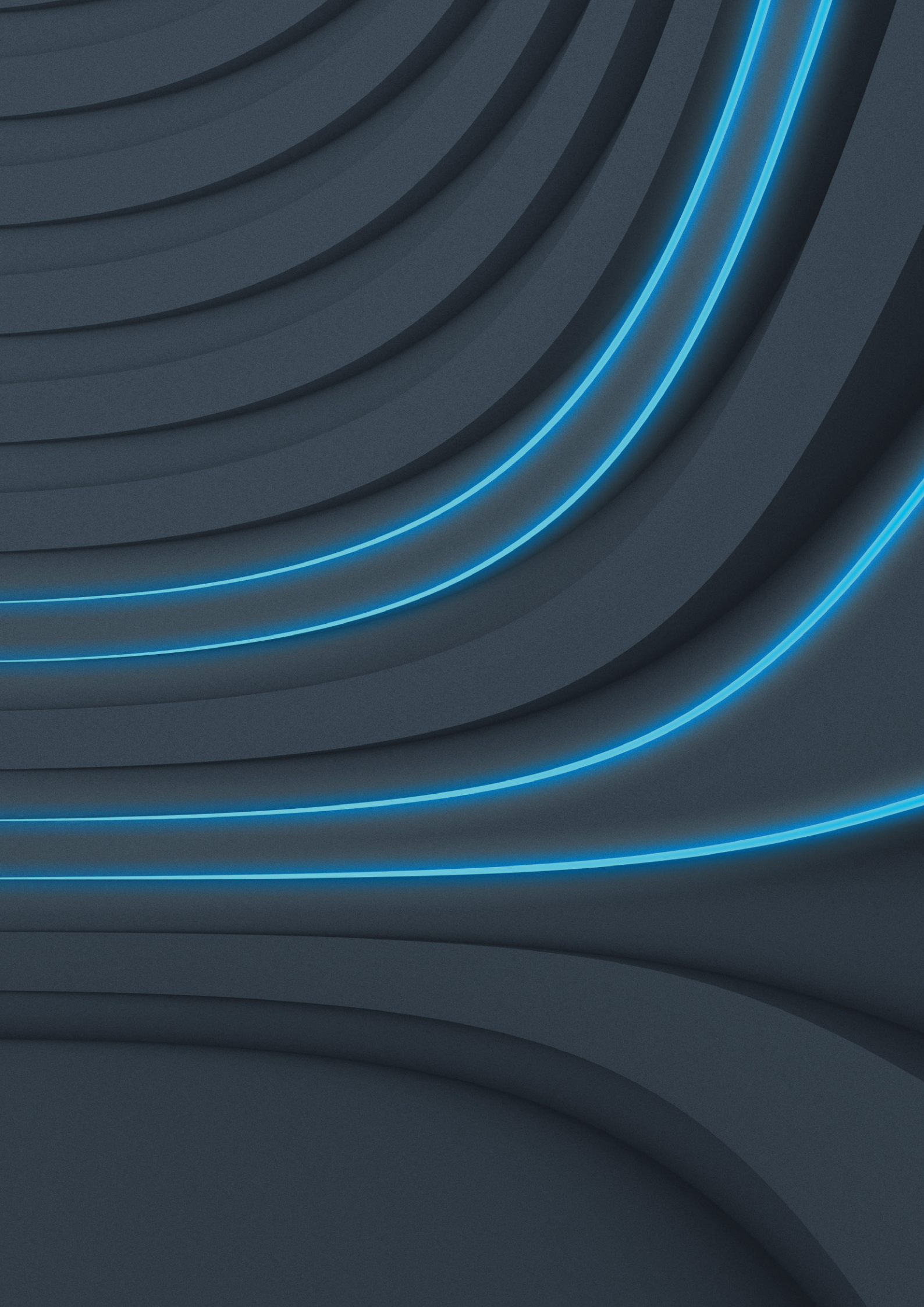
Ulrich Bantle joined Titus' development team as **Head of Product Development for the Kinetics programme**.



He has been Head of R&D at Simon Kinetics for the past 23 years so, we are happy that he has taken on the challenge. His main tasks will be focused on the further development of the Kinetics programme and the full use of the potential given to the programme by the use of the Titus hydraulic damper. Ulrich has filed more than 30 patents in his rich career. We believe that Titus' work environment will provide him with plenty of opportunities to develop new products and his ideas and experience will strengthen our R&D team.



**Merry Christmas
and Happy 2021**



Issue 2/2020

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If you have any suggestions or wishes, please
communicate them to Efi.Nikolaidou@titusplus.com

