

IntraNews

Titus Group Newsletter / March 2022



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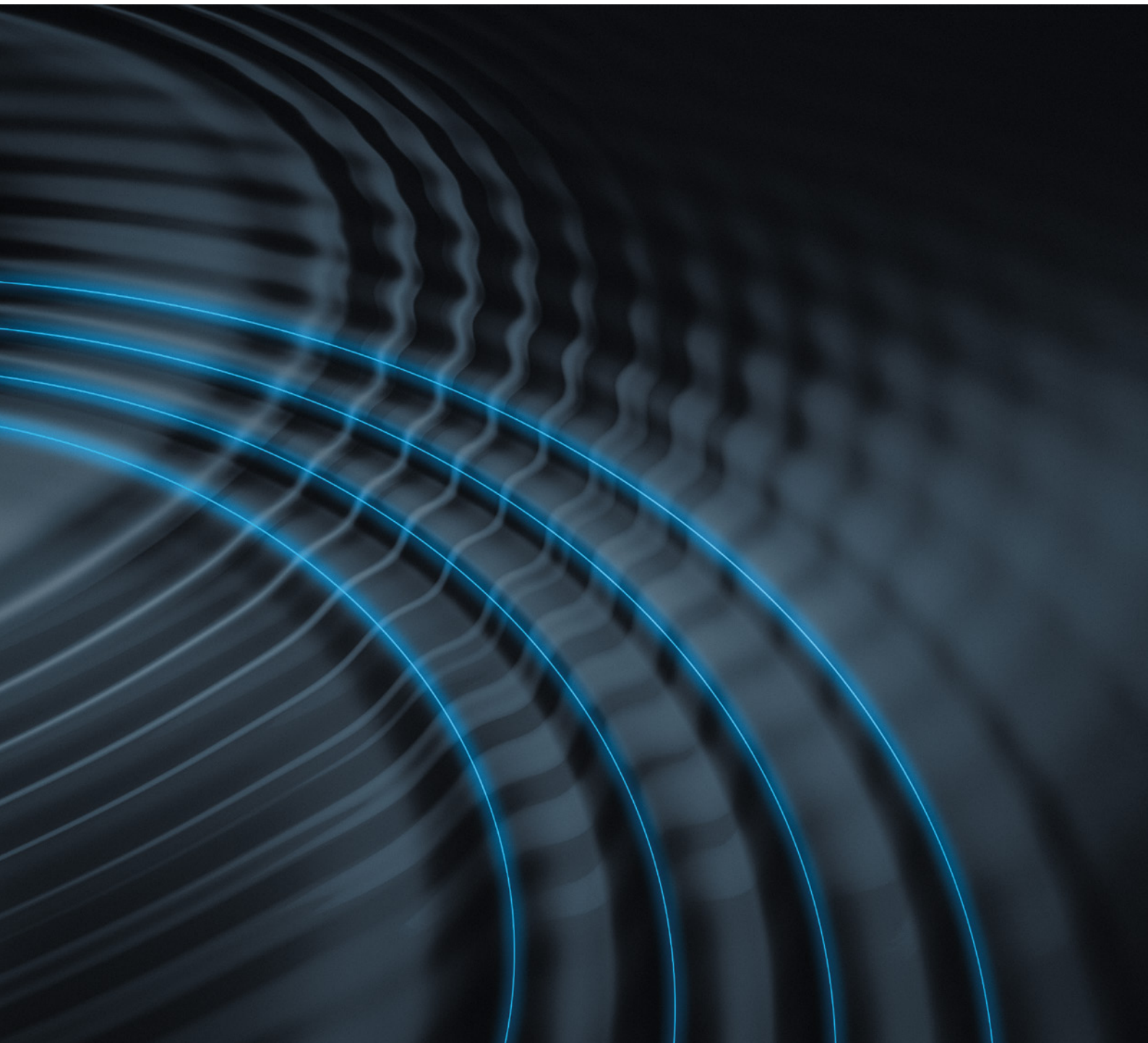
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Editorial

Robert Appleby, Executive Chairman

Titus Group's 2nd 'Covid year' continues to change our landscape. 2021 saw all demand in all markets increase to above pre-Covid levels as customers appreciated our products for their relevance, availability and competitiveness in household furniture, kitchens and appliances.

With the situation with the Covid Pandemic now stabilised, transport and raw materials and energy costs required price increases to all our customers. Our teams who have managed to grow our business substantially in this uncertain period and still maintain the highest manufacturing and customer service standards, are to be congratulated.

Throughout 2021, we continued to identify new opportunities to expand our range in damping solutions for furniture and other industries, always maintaining our focus on categories that meet current and changing needs of consumers.

Titus' core philosophy of "Fit for purpose" defines our approach to engineering: we design components that minimise materials and energy inputs to efficiently produce high-volume batches from our manufacturing locations in Europe,

Southeast Asia and North America. Our capabilities include multi-purpose damping, automated assembly systems, toolmaking, ultrasonic fastening, precision die casting service, technology for furniture, household appliances, automotive, medical equipment, and hardware companies. We continued with careful expansion by acquisition, by acquiring Precision Plastics in Indiana, USA, in 2021. This acquisition expanded our expertise and added to our flexibility and strengthens our presence in the USA with an experienced partner in precision manufacturing.

Throughout this surge in demand, we kept our environmental standards at the highest level. We have increased the use of electricity in our energy consumption and are turning away from fossil fuels. Increased demand was challenging but maintaining our high standards for all personnel was the number one priority.

I want to thank everyone at Titus for the magnificent effort contributed to maintain production and deliveries as we reacted to the challenging landscape of the Covid Pandemic.

Titus China New Factory

William Li, Factory Manager Titus China

Titus China has expanded its operation this year by moving the Shenzhen factory to Dalingshan-Dongguan, another city in Guangdong province in the south of China, just 18km from the old factory. This has tripled both manufacturing and logistics facilities, assuring continuous growth of Titus China.



Guangdong province has always been an ideal location for Titus as it is very close to most of the target customers, such as Optima, Red Apple and Vision Furniture. Southern China is one of the biggest manufacturing hubs for furniture production in the world; 40% of Chinese furniture manufacturing is located in the Guangdong region. Added to that, the new factory is just 2km away from two highway entrances, which makes it logistically very advantageous.

To ensure the relocation would not affect Titus China customer deliveries, the process was broken down into several steps and finished over a three-month period starting with the Die Casting and BIP warehouse in September 2021 and followed by moulding, assembly and cold heading machines at the end of October 2021. All the machines were fully operational by mid-November 2021.



Titus China's team of 43 employees have welcomed the move and improvements in working conditions assured by the company's standards for high-volume consistency, repeatability and sustainability.

The new manufacturing facilities not only strengthen Titus China's foundations for continuing sales growth and implementation of long-range growth plans, but also enable the introduction of more new products and technologies reinforcing the role of Titus China as one of the Group's main manufacturing and engineering competence centres.



Titus Dekani Lays Foundation Stone for New Production Facility

Natalija Baljić, Marketing

In October, Titus d.o.o. Dekani organised an event where the foundation stone was laid for the construction of a new production facility.



The already named 'Northern facility' will cover close to 6,000 square metres including two levels of manufacturing space. Its construction began in November 2021 and will be completed in summer 2022. Titus' production facilities in Slovenia have been working at full capacity for some time now, and it was decided that the expansion investment was necessary. The complex will offer important support for the future expansion of Titus' strategic precision components.

*'This is an important milestone for Titus EU Division and its development. With the new production facility, we will not only gain additional square metres of business premises, but we will also make a significant technological shift towards digitalisation and Industry 4.0,' said **Tadej Gosak, CEO Titus Europe**, thus bringing the Titus success story even further. •*

Among the participants was also Zdravko Počivalšek, Slovenian Minister of Economic Development and Technology, who was on a business visit to the Coastal-Karst region.



Titus Technologies Moves to New Premises

Natalija Baljić, Marketing

Moving into new premises is a milestone - marking the growth of a business or a new strategy. In the case of Titus Technologies, this means both. With new premises at Kozina industrial zone, which is only a 20 minute-drive away from Dekani, Titus Technologies gains a modern and spacious production and business facility. We have also moved the production of assembly machines, the toolshop and the offices to a 2,500 square metres new two-storey building.

Titus Technologies moved its operations in December 2021, which was followed by the facade and premises branding. With Titus Technologies' relocation, Titus' hardware business established new production facilities in the vacated buildings.

'One of the things that makes Titus Technologies so unique is our product diversity and flexibility with which we continue to improve our customers' production efficiency and competitiveness. We've been proudly delivering quality products and additional value to our customers worldwide for many decades,' said Igor Rupnik, Director of Titus Technologies. 'It is now time to invest in new facilities to continue serving our customers in the decades ahead.'





New Employees at Titus Technologies



Nino Podnar
has joined the team as a **Project Manager**.

He is primarily responsible for project management at Titus Technologies d.o.o. where he takes care of planning, organising and completion of projects, while ensuring that projects are completed on time and on budget. Nino started his career in Lama Automation and in the last 10 years, he has gained valuable experience in the field of procurement, production and project management.



Nataša Fakin
is a new employee in the
position of **Customer Service Officer**.

She helps the team in communication with customers in the area of logistics, order processing and recording customers' complaints. In addition, Nataša will provide administrative support to the company's management.



Kristjan Mazi
has joined the **Department of Automated Assembly Systems**.

He is responsible for the design, technical documentation and development of machines and devices. Kristjan is a Mechanical Engineer with enhanced experience in the field of automation in Titus Technologies. •

Titus Acquires Precision Plastics, Columbia City, IN

Titus PR

Titus Group, the world's leader in supplying high-volume cabinet hardware componentry, announces the acquisition of Precision Plastics in Columbia City, Indiana.

In 2021 Titus Group provided over three billion connectors, and functional hardware components to the worldwide furniture, kitchen and appliance industries. Titus is a leader in OEM supply of damping engineering.



Precision Plastics brings over 60 years of manufacturing experience and a long history supplying the automotive sector. The combination will enhance Titus' capabilities by providing added capacity to meet current customers' needs. **Titus Group North America CEO Matthew Hurley** says: *"We have looked at opportunities to onshore more of our manufacturing in the United States for quite some time. We look forward to welcoming Precision Plastics' team and supporting them with investment in current and new programs. The introduction of Titus Group's proprietary zinc metal and automation capabilities will now enable us to develop a wider range of customer specific solutions locally."*

Titus Group Chairman, Robert Appleby says: *"Titus is no stranger to US manufacturing. In the 1980's Titus established itself on the West Coast as a connector manufacturer for the RTA furniture industry. The addition of Precision Plastic's experienced plastic engineering team to the Titus Group's current US logistics center and customer support staff which have been established in the Midwest for many years enables us to introduce new products from new processes and enhance our delivery capabilities to all our North American customers."* •

5th Anniversary of the T-type Hinge

Dean Kočever, Product Manager

The last year and a half will be remembered as a dynamic and incredibly challenging time for every Titus employee. We have managed to achieve and exceed our sales and production goals. The T-type hinge range is an important part of our growth and has become one of the pillars of our sales and Titus' market presence.



Five years ago, in December 2016, we produced the first T-type hinge. While the production quantity was low, we immediately spotted the potential of the innovative design of the hinge. In the past years the T-type hinge has become the fastest growing product in our range, and it is forecasted to remain one in the future. It could very well become the most important Titus Group's product.

Everyone contributed to the success of the T-type hinge, first, by defining the right product requirements, then with an innovative design and engineering, by using optimised production technologies and procurement sources for the components and materials, but mostly, with a very professional and diligent approach of everyone in the production and sales processes. The latest measurable result of the success is the doubling of production capacities with the new production lines 'T-type 2' four months ago.



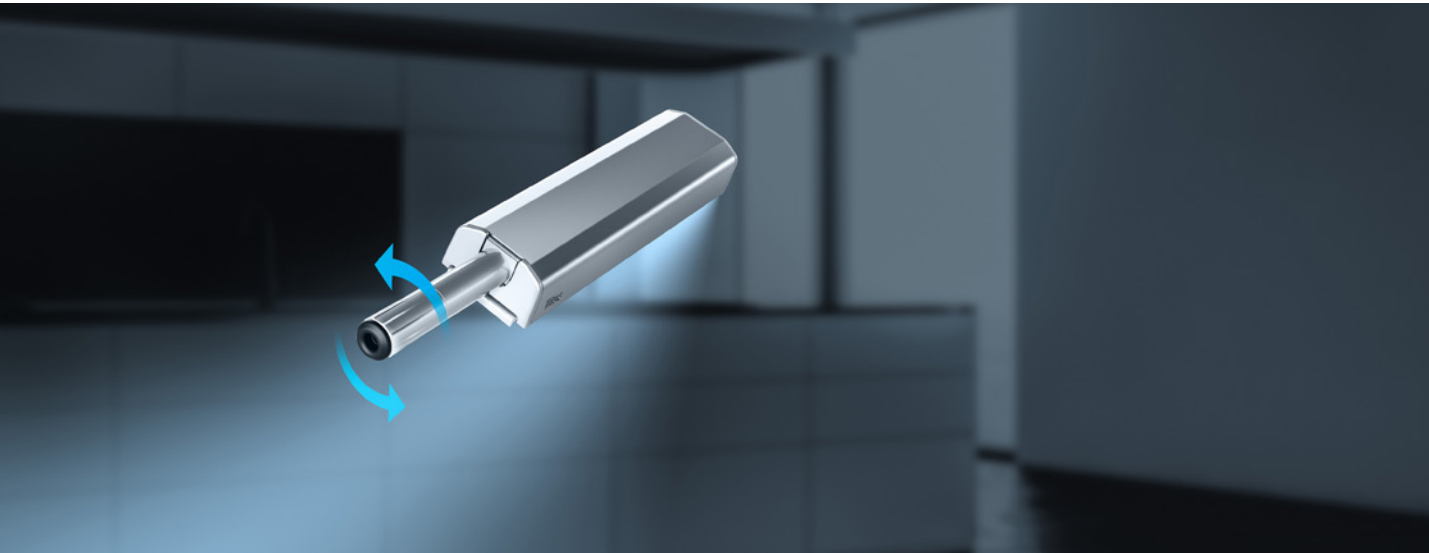
Along with the construction and qualities of the hinge and an efficient production process, the success of the hinge needs to be attributed to an effective presentation, marketing, promotion and selling approach. The Sales and Marketing team in collaboration with distributors have had an important role in this matter. The preparation of launch and promotion of the T-type hinge was a challenging task, probably the biggest Titus Group sales project ever.

The first customers of the T-type hinge in 2017 were from Europe. Since then, the T-type hinge sales in the European market has grown and spread from UK to Spain, over Italy, Eastern and Southeast Europe to Russia. The companies in these regions were soon joined by kitchen manufacturers in Australia and Asia, where we have won over important customers in China. The American market is special but it is also increasingly becoming aware of the advantages of our innovative product. Today, we can find the T-type hinge on every continent.

In its first five years of life, the T-type range has 'grown up' and is today a well-rounded line of products. But that doesn't mean that the development programme of the T-type hinge is exhausted. On the contrary, the T-type hinge has opened doors into new market segments. Which is exactly why the R&D department is already designing new additions to the T-type line, because we want the exiting and successful path of the T-type hinge to continue well into the future. •

New Push Latch S2 with Soft Opening Action

Enei Kolar, Application Engineer



As a damper specialist, Titus explored the possibility of integrating a damper into the well-known on the market Push Latch. Why? As manufacturers of soft close concealed hinges, we have gained extensive knowledge on how to control a door closing action and with a softener added to the touch opening system, it would be possible to take a step further and control the opening action too.

The New Push Latch S2 incorporates a damping action which controls the push motion, making the door opening action decisive but soft, bounceless and precise. The door closing is confident and reliable and always right the first time. The safety in use is enhanced by a safety feature, making the mechanism detachable if accidentally hit. It works with standard or damped hinges and fits standard drilling patterns, while the mounting is intuitive and fast. Door-to-side panel gap adjustment assures reliability of action in all applications.

It is available in nickel plated steel cover, in Titus TeraBlack, unique matte and non-reflective black finish. •



Damper for Cold Environments

Monika Pertot, Marketing



Following an 'Engineered for Purpose' philosophy, we have launched a new damper function which successfully performs in temperatures as low as -30°C, maintaining consistent damping in all conditions.

The new Titus damper function for a cold environment enables controlled smooth closing without rebound and efficient damping of objects in applications for 'cold environment' products like freezers, refrigerators and wine coolers.

Due to compact design of our dampers care is taken that this can be implemented to almost all existing dampers giving them the ability to operate consistently

in temperatures from -30°C. The new function is an ideal solution that guarantees a lasting silent and reliable closing.

The manufacturer's benefit lies in increased value of the product by improved user experience with higher comfort in use, silent performance, safer closing and better preservation of all components and materials. •



Uroš Tenko, Application Engineer for Hydraulic Dampers

"The greatest challenge and achievement of the R&D team was knowledge and learning about new materials used with this damping function. Another important advantage of all our dampers, including those which have cold damping function, is the capability to fine tune the forces and damping reaction, that can be customised to specific customer needs."

Shelf Supports 3mm

Bojan Cerar, Product Manager Connectors

Titus has in its portfolio a range of shelf supports, a small component but essential for storage organisation in all types of furniture.

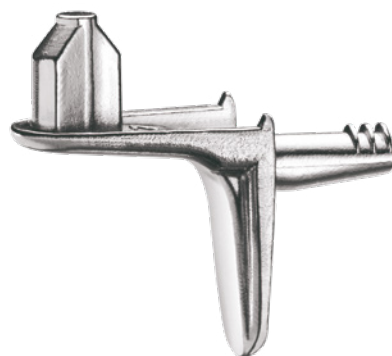
by reducing hole sizes, ensuring easy mounting and a reliable product to support enough weight load on a fixed shelf giving enhanced structural stability.



Shelves can be fitted in various ways, but most commonly are positioned and fixed with supports, with one side inserted into a side panel and being held in place on the underside of the shelf. These are produced in zamak, plastic or steel, but due to the nature of the manufacturing process, zamak shelf supports can be designed with much more detail and purpose whereas those made of steel are simpler and more basic.

Looking at it from another aspect, shelves can be placed on supports or can be put on a support with a pin to prevent any movement of the shelf. Of course, we shouldn't forget the glass shelves which can also be covered by similar glass-friendly supports.

Over the past few years, the trend in the furniture industry is to use smaller diameter holes, which reduces drilling times and produces less scrap of chipboard. However, the main reason for using this diameter is best described by our Titus UK Director, Phil Beddoe, stating that 3mm holes make a big difference in appearance and avoid the need for cover caps/hole plugs. The Titus shelf support of 3mm was developed to satisfy the UK market demand for a better appearance of side panels



As seen from the picture, special rock-in fixing design is enabling security in terms of shelf support staying put and not falling out, which is assured by special teeth on the mounting pin. The 5mm pin is giving shelf a rigidity and stability.

Following the market trends, other surface finishes besides zinc are also available. We have added TeraBlack, dark finishing, which will upgrade furniture to a higher level. •

The Modular Closet Market in USA

Katja Manias, Marketing

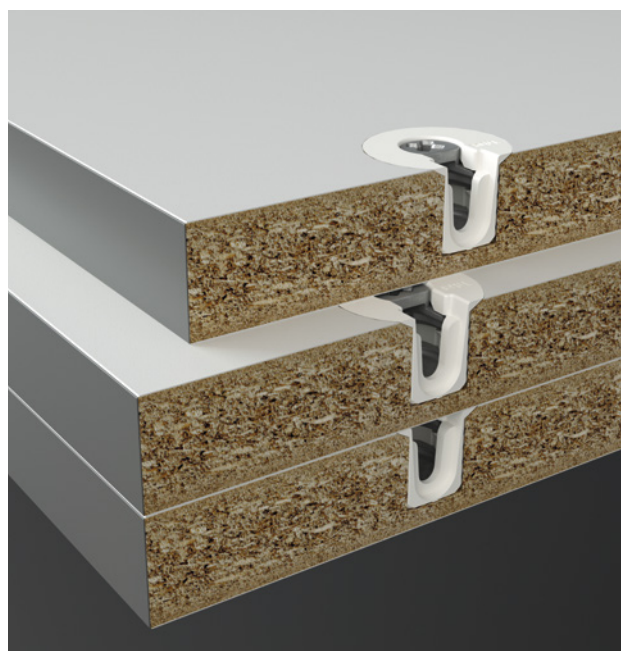
One of the most successful product groups sold in the US market is System 6, a face boring connector family which is used extensively in the diverse Closet sector.

and continued: "With record sales, the US closet market continues to be a very lucrative part of our business and the sales growth forecast is expected to continue through next year. Titus displayed at the recent Closet



The Closet market is part of the 'Modular Home Storage and Organisational Solutions Industry' comprising complex high-value modular units, and a wide range of accessories, manufactured in wood, plastic, wire, rattan, textile, and metal. The products include bins, baskets, totes, shelving, hanging accessories, storage boxes, and other similar products, which are used for home organisation in bedroom closets, garages, laundry rooms, home offices, mud rooms and hobby rooms. Consumers appreciate the flexibility of the modular closets which adds freedom during the design process. An international market research firm, The Freedonia Group, projects modular home organisation sales to continue growing at approximately 3% annually for the next few years.

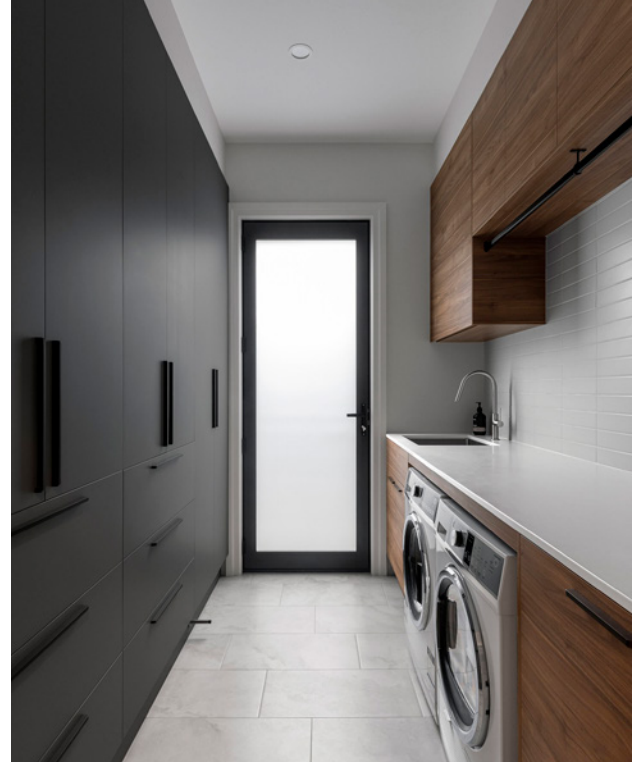
"Our System 6 is an excellent choice for assembly in limited space. It enables continuous building, add-on, removal and repositioning of shelves. This high level of flexibility is appreciated by the industry", **Mike Zary, Sales Manager Connectors for Titus America** said



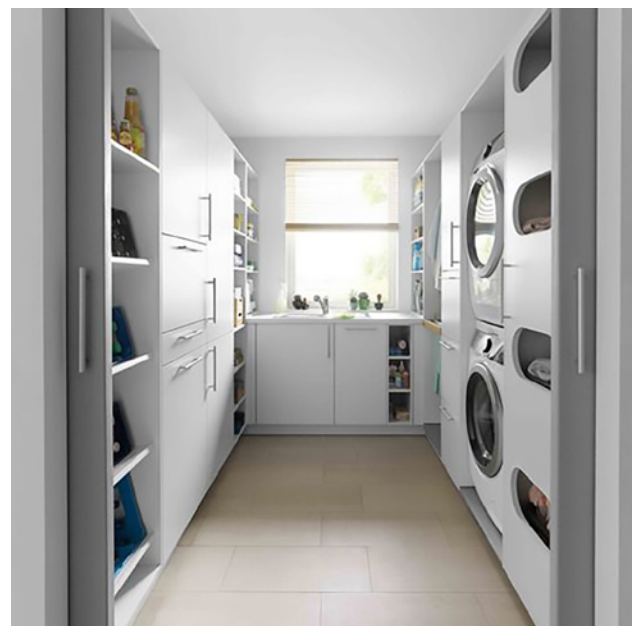


Summit in Orlando, Florida, and the new Titus System 6 Flush which can be factory mounted and transported inserted in a panel, was a hit. We gained several new customers, including one quite large. The Quickfit dowel allowing tool-free insertion continues to be our strongest selling point, which makes it easier and faster for the installer, the best part being that it can be removed without panel damage.” We can’t ignore the current supply challenges faced on the global market, but Mike oversees the advantage of Titus as a global market player: “Material shortages continue to be a problem for the closet industry, but Titus is using its global reach to bring-in products from all over the world. This is a tremendous help.”

Manufacturing of closets is a highly fragmented industry with many small and flexible units, active in geographically limited area, it is supported by our long-term distribution partners, including Richelieu and Fastenal.



System 6 is an excellent choice for assembly in limited space. It enables continuous building, add-on, removal and repositioning of shelves. •



Gelmar

Marko Korelc, Sales Director Southeast Europe, Middle East & India

Cooperation between South African distributor Gelmar and Titus dates back to almost 20 years. Since the early beginning, Gelmar has seen Titus as a prosperous and reliable partner.



Gelmar Willowbridge

Gelmar has a very interesting and long history as a kitchen and furniture fitting specialist. In the 20 years since the first branch was opened in Johannesburg, Gelmar grew to a group of 38 branches and there are an additional five distributors within the South African borders, with one in Windhoek Namibia, and another in Gaborone Botswana who all trade under the Gelmar name. Throughout Sub-Saharan Africa, Gelmar supplies its products to resellers and distributors, in an ever-growing market. In some of these cases, the model has been set up with a store within a store.

Post-apartheid South Africa has seen an increase in the standard of living of a large portion of the population, resulting in more people being able to own homes. With the increased demand for cabinet makers and carpenters, the opportunity arose for individuals to start up small privately owned and run businesses. The dynamic in these small businesses is very different than the conventional, where a contractor provides the service of sourcing, manufacturing and installing cabinets for the paying client. In many cases, the contractors are known for taking their clients into a Gelmar store to demonstrate the fittings in one of the display areas, where the client then selects and pays for the fittings required.

In South Africa, a new kitchen costs between \$3,000 and \$12,000, depending on the size and finishes. By choosing and installing top-end brands and the best quality fittings, not only are you increasing the lifetime



Gelmar Gaborone

of the kitchen, but the additional expense pales in comparison to the cost of installing inferior fittings and potential damage and failure as a result. This led to Gelmar's decision to sell a quality brand, such as Titus, where both customers and contractors have peace of mind that the end product will withstand the test of time. Beside T-type, the Push Latch has put both the Gelmar and Titus brands on a higher level.



Display kitchen in a Gelmar store



Titus display in all
Gelmar Stores

Good knowledge and skills are essential for success in the hardware business and frequent presentations and trainings are part of the business. Above is one of the Presentations to Gelmar's Team in Durban in 2019

Despite the conditions of the pandemic, Gelmar has successfully grown in 2021, with three new stores opening their doors and the full revamp of existing stores. In 2022 there are plans for three additional new stores, one store to be revamped and two existing stores relocated to larger premises. In the last two years, Gelmar has seen exciting growth in e-commerce with an online store, www.gelmar.co.za.

Due to successful planning in the South African market, the business has significantly increased this year and with the upcoming products like TeraBlack range and the new System 6, future growth is guaranteed. •

Fastenal

Mike Zary, Sales Manager Connectors USA

Fastenal is a distributor with 2,400 locations throughout the USA and Canada, totaling 3,200 worldwide and is one of Titus USA's largest customers. Most of their products support local customers through a hub and spoke type distribution system.

15 Distribution centers in North America service these branches and give them the ability to provide same day, or next day delivery to their customers. There are over 800 branches set up inside large customers' production facilities which allow them to service these OEM customers in a variety of different industries, including office furniture and the RV caravan industry.



Fastenal provides his wide customer base a large portfolio of Titus connectors from System 3, System 5 and System 6 families. The company is also service partner for one of the largest US closet manufacturers which uses Titus connectors. A new initiative to have our connectors and hinges available to the remaining 2,400 branches is in progress. The US team is working with Titus marketing to provide the required information to make this program a success and to grow our business together. •

Fastenal at a glance

2,227
BRANCHES

894
ONSITE LOCATIONS

26
COUNTRIES
with in-market locations

21,644
EMPLOYEES

850 MILLION
POUNDS DELIVERED

148 MILLION
MILES DELIVERED

41 MILLION
ORDERS PROCESSED

\$1.3 BILLION
INVENTORY VALUE

434,000+
COURSE
COMPLETIONS
Fastenal School of
Business

142,000+
EMPLOYEE
SAFETY
coaching, training &
inspection events

65%
OF NATIONAL
ACCOUNT
CUSTOMERS
utilize e-commerce for a
portion of their spend

96,000+
VENDING MACHINES
INSTALLED
81,000+ product revenue
devices & 15,000 Leased
Check-in/Check-out
lockers

61,000+
ACTIVE BIN STOCKS

\$5.0 BILLION
NET SALES
in 2018

\$751.9 MILLION
NET EARNINGS
in 2018

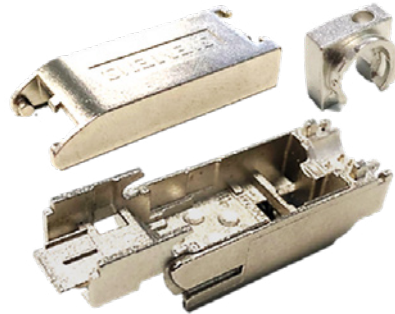
New Line of Products for PDC in Connector Industry: Fast Connect RJ45 Plug

Uroš Drobnič, Precision Die Casting Manager

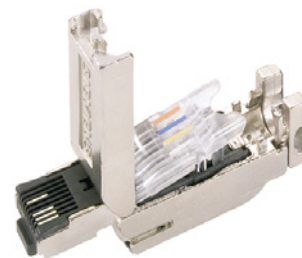
In the business year 2020/2021, Titus Technologies - Precision Die Casting (PDC) department has successfully started serial production for complete metal assembly parts (picture 1) for the company TE Connectivity.

TE Connectivity provides solutions that power electric vehicles, aircraft, digital factories, and smart homes. Innovation that enables life-saving medical care, sustainable communities, efficient utility networks and the global communications infrastructure. In the business year 2021/2022, serial production was established. High tolerances, thin walls and demanding visual acceptance criteria were a huge challenge for PDC which was carried out with dedication and enthusiasm by a young PDC team.

Our customer has recognised the efficiency, quality and reliability of Titus Technologies' die casting engineering and production of die casting parts. Within the next months, we will become their main supplier for this global product.



Picture 1 - Metal assembly parts



Picture 2 - Industrial ethernet fast connect plug



Picture 3 - Data transmission technology



Picture 4 - M12 plug

Metal industrial connectors are a growing market which follows increased automation and informatisation of a global industry. Industrial ethernet fast connect plug (picture 2) is a strong foothold for our die casting engineering and production in this growing market. As a sign of confidence, our customer has given Titus the next challenge which we are developing. Another project for data transmission technology (picture 3) is the new project for M12 plug (picture 4). We are planning that serial production will start in the middle of the business year 2022/2023.

In future, we consider metal industrial connectors as our main market. With its high specific demands, it is ideally suited for Titus' PDC technology. •

New Things Happening in Titus UK

Phil Beddoe, Titus UK General Manager

Phil Beddoe and his team at Titus UK have overcome a tremendous series of challenges in a short period of time. The impact of Brexit has meant changes in both internal and external systems, which have now been successfully integrated into operations. They have concentrated on growing and expanding the business, while continuing to provide new and long-established customers with the service and support they deserve. In order to support the business and its future growth, Phil has strengthened the team with two new employees.



Kelly Russell, UK Customer Service, brings a wealth of organisational and support experience to her role with an ability to develop good customer relationships. Recently, Kelly held a managerial position in a busy office coordinating client and staff activities. In addition, Kelly has experience in compliance and registration in multiple market sectors as well as working with complex software. She will be supporting Phil Beddoe and UK customers ensuring orders are met and planned correctly. Kelly was born in Germany and grew up in Wales, has travelled extensively, and is the proud owner of a new puppy dog that she can take on long walks.

We are delighted that Kelly Russell and Andrea Wright have joined the Customer Service team in Sherburn in Elmet in the UK. Both Kelly and Andrea will help to maintain and improve customer service levels working alongside Louise in the UK. Please join us in welcoming Kelly and Andrea to the team. They bring a huge amount of skill and experience and we look forward to working with them.



Andrea Wright, UK Sales Administration Assistant, previously worked at a market research company specialising in large FMCG companies in the UK. She also trained staff ensuring maintenance of high standards and data accuracy. At Titus, Andrea will be working with customers, together with assisting in forecasting and scheduling orders which will require strong organisation skills and high levels of accuracy. Outside of work, Andrea enjoys walking and travelling around in her new caravan. •

Exhibitions' Report 2021

Efi Nikolaidou, Group Communications Coordinator

After one year of absence due to the Covid-19 pandemic and following the easing of restrictions, Titus Group has once again participated in furniture hardware trade shows across the globe.

We continuously invest in trade shows which are an essential part of our marketing activity and help us increase brand awareness, promote our latest novelties and strengthen our relationships with key customers and distributors.

SICAM Pordenone 2021

On 12-15 October 2021, we participated with great success at the SICAM Pordenone 2021 fair in Italy. After one year of absence, the twelfth edition of SICAM enjoyed a success that outstripped the most optimistic forecasts.



With over 540 exhibitors from Italy and 28 other countries, the event confirmed the strength of the sector for components and accessories for the furniture industry. We were excited to welcome back our customers and partners, presenting to them our innovative products. Customers, old and new, were enthusiastic about new product innovations.

"The Exhibition was successful for Titus.

We had many visitors from all over Europe who showed a lot of interest in the Slidix range of products, the camper articles and the functionality of the soft opening add on system." **Cesare Gattini**, Sales Director, S.E. Division commented.

Intermob Istanbul 2021

with distributor Starwood



Intermob is the most important trade fair for the furniture industry in Turkey. We participated at Intermob Istanbul 2021 fair on 9-13 October 2021. Confirmation from the Titus team was that many customers and visitors to the stand were interested and enthusiastic for our innovative products.

"At the beginning and before the fair started, we had doubts about the number of visitors attending the fair. However, we were very happy to see visitors from Turkey and other countries. The fair was constantly crowded with visitors from Southeast Europe, Africa and the Middle East. Titus' new products, Slidix Centro and T-type hinge for thick doors, received much attention and our customers were happy to see an international manufacturing company in the fair as there were few exhibitors participating." **Ertan Erden**, Regional Sales Manager in Turkey commented.

Warsaw Home & Contract 2021



Warsaw Home & Contract fair is the event you simply must attend if you are in the furniture industry in Poland. We were glad to be there and participate successfully welcoming many visitors to our stand on 27-30 October.

"Titus' participation at Home & Contract show gave us the opportunity to meet with our customers and partners in a live event. We presented our newest products and a glimpse into our future in what was in our opinion a successful exhibition in these pandemic times. We are looking forward to seeing more of our customers and partners in future live events." **Uros Mihelčič, Marketing Manager** commented.



Mebel Moscow 2021

with distributor Sloros

On 22-26 November 2021, we participated at Mebel Moscow 2021, the largest annual furniture show and the main industry event in Russia and Eastern Europe. Despite the difficult times, the show was very successful and our visitors enjoyed the products showing special interest in our Push latch Gen2, Tacto solution, Slidix 2 and Slidix Centro.

"More than 400 customers visited our booth and it's obvious that the industry professionals have been missing real-life communication with their partners."

Stepan Khotulev, Regional Sales Director Russia commented.



Taipei Building Show

with distributor Megaway

In December, Titus distributor Megaway once again exhibited at the International Building show in Taipei, Taiwan. Each year, the exhibition attracts hundred of exhibitors and more than 60.000 visitors. •

History Written by People

Interview with Lynda Armstrong, Sales Office Administrator in Retirement

Monika Pertot, Marketing

This year, Lynda Armstrong retired as Sales Office Manager at Titus UK after 15 years. In this interview, Monika Pertot from our marketing department pays tribute to Lynda's contribution to Titus over the years.

Monika: Let's test your entrepreneurial intuition. What is the first question you think I am going to ask you?

Lynda: Not a clue, but could be what was the most memorable experience you had whilst working at Titus?

Monika: Yes, you read my mind! Could you share it with us if it's not a secret?

Lynda: Well, that would be telling. There are so many memories. A lasting one is visiting a spa in Slovenia and being asked to strip off together with our customers. It was very difficult to keep a straight face when mingling later on. But that's enough said – I don't want to give away too many secrets.

Monika: I admire your courage and ability to see the funny side of things. Life brings different challenges that help us to discover its irony and beauty. You have been with the company since 2006. Was joining Titus a natural step for you with your background?

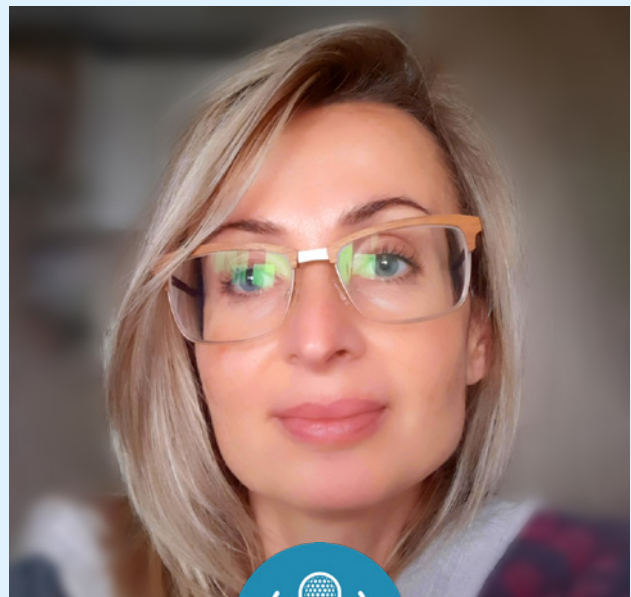
Lynda: Yes. I started my career many years ago in a Sales Office Administrator role for a kitchen components' distributor. Then, I moved into the sales sector before joining Arthur Bonnet Kitchens as an Area Sales Manager. After this, I was employed by Lama for several years (I'm not sure how many – blame that on the age!). I was responsible in part for the successful setting up of Lama in the UK and the sales development, with the help of Dean Kočevár. It was a natural progression when Titus bought Lama for me to continue in a similar role working very closely with Phil Beddoe in a hunter/farmer scenario.

Monika: So, how was your start with Titus UK and how has the company changed over the years? Has your role in the company changed too?

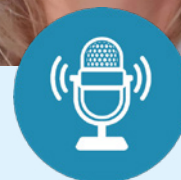
Lynda: The initial years were spent consolidating Titus Cam & Dowel and Lama Hinges to create a more complete package for UK customers. In recent years, we've seen product developments and improvements in all areas. We're proactive and inline with competitors.

Monika: Looking back over your rich experience at Titus UK, what were the main principles you followed to build successful relationships with customers?

Lynda: Communication, the 6 P's, always be ahead of the customer. Constant monitoring and nagging! Never take "No" as the first answer!



Monika Pertot

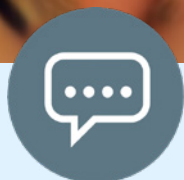


Monika: This sounds like your secret winning formula. Just encourage yourself to keep walking when things are not going as smoothly as planned. What have you discovered to keep you focused and productive in your day-to-day busy schedule?

Lynda: Customers have kept me focused as I've built many close personal relationships.



Lynda Armstrong



“Communication, the 6 P's,
always be ahead of the customer.
Constant monitoring and nagging!
Never take “No” as the first answer!”

Monika: On the other hand, what has been the most rewarding part of your role with Titus and what have you enjoyed most?

Lynda: Problem solving and interacting with customers and fellow colleagues.

Monika: If you were to write a book about yourself, what would you name it?

Lynda: “It's Only Me”

Monika: What are your future plans?

Lynda: Eat, drink, travel and always smile.

Monika: The best moments in life are the simple ones. Best of luck Lynda! A huge thank you for all your work with Titus! •

The 6 P's of presentations

- **Pace**
- **Pitch**
- **Power**
- **Pronunciation**
- **Passion**
...and the most powerful of all...
- **Pause**

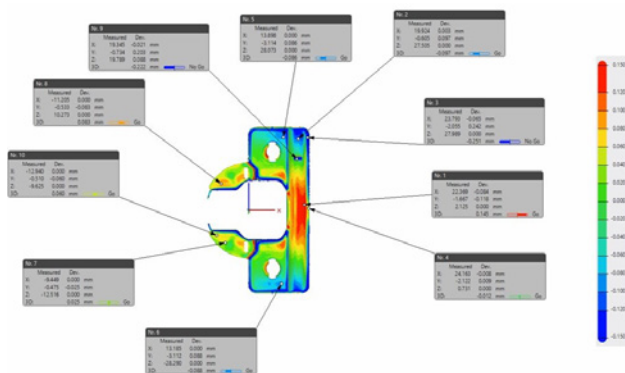
A New Dimension of Measurements

Andreja Jesenko, QMS Manager

Yes, we have it: a new dimension for measuring. In November 2021, CMM (Coordinate Measuring Machine) Nikon LC15Dx became a valuable “member” of our team. After 25 years, the old 3D optical measuring machine OGP together with some other traditional measuring techniques using approximation on detecting curves and formed shapes, has been overtaken by a new, state of the art measuring technique.

The 3D scanner is closing the measurement accuracy gap by using non-contact 3D laser triangulation to measure the surface directly and eliminate probe compensation errors. A thermal stabiliser mounted inside the scanner body is eliminating the measurement result uncertainty and stabilisation time.

The main advantages are versatile scanning without the hassle and better appreciation of product quality. The machine provides a complete 3D visualisation of dimensions. The entire part is checked to the CAD model or master sample. Any areas of concern are immediately highlighted using Colour Mapping. The new method is bringing benefits for several processes enabling faster and more reliable tool acceptance, reverse engineering for designing products, tools' and machines' parts, reduced time to market, reduced time to spot geometrical discrepancies on complex parts, inspection on the whole shape not only on quoted dimensions, measurement efficiency and flexibility, easy understanding of product geometry conformance.



For the company, the opportunities from having a 3D scanner are mainly related to the savings on the most important source - people. The time needed for measurements, investigation, root cause determination and reverse engineering is significantly shortened. The machine is located in the QA department. No additional staff are required and we are developing the competence of existing colleagues to gain skills for using the new measuring techniques and operation of the machine.

The new 3D laser scanning CMM and new measuring methodology represent a step forward to measurement reliability, capability and efficiency. Customers might recognise the 3D scanner as an improved competence of Titus for further development of partnerships. •

The Titus Tekform and Stefano Orlati Virtual Showcase 2021

Rebecca Hedley, Marketing Manager

In 2021, one of Australia's largest cities had the dubious honour of becoming the world record holder for most days in lockdown. Melbourne officially exited lockdown for the sixth time on the 21st October, after spending 263 days with some of the harshest preventative measures in the world. Sydney escaped with 159 days and sunny Brisbane was next with 67 days total across 2020 and 2021. And while New Zealand spent less time in lockdown overall, government restrictions required total business closure, negating any opportunities for online or phone sales.

Despite shutdowns, site limits, bans on residential building and various other impediments, the construction industry carried on and so did our sales. With sales reps taken off the road and showrooms closed, many customers turned to online ordering. eCommerce sales soared past our previous growth records. Sydney has already surpassed their total sales for the 2020/21 financial year and Melbourne is set to do the same for their own blockbuster results before the end of December.

Unsurprisingly, however, the pandemic has had a devastating impact on local exhibitions. The AWISA exhibition is the largest trade show in Australia and New Zealand for the woodworking industry and was last held in 2018. COVID-19 saw the cancellation of both the 2020 and the 2022 show. The association has now confirmed the next AWISA exhibition will be held in July 2024, which will be a massive six-year gap between exhibitions.

Without the opportunity to show off the latest product developments in person, we decided our best course of action was to hold our own virtual event. As such, on the 19th October 2021, the Titus Tekform and Stefano Orlati Virtual Showcase was launched. The event consisted



of two sessions to allow maximum attendance across a range of local time zones. For 45 minutes, we delved into videos and demonstrations of our latest products; a sneak peek at products to come; and an introduction focusing on what sets Titus apart in the industry.

Our goal was to find alternative ways to connect with and educate our customers, many of whom we hadn't seen in person for months. We also wanted to highlight who Titus is as a company and how being both a manufacturer and distributor differentiates us from many of our competitors in the market.

Overall, the event was a success. We had attendance from over 30 current and potential customers, and expressions of interest from many more. The Virtual Showcase was hosted on the Adobe Connect platform, which gave us ways to poll our audience and ask them questions related to the content they were viewing. Feedback was positive and the concept was well received. The Virtual Showcase also proved to be a fantastic learning experience on presenting interactive training materials and product information across different mediums. We currently plan to host similar virtual or hybrid events in 2022, both to ensure our customers stay connected to our brand, and to find ways to keep our internal teams informed and involved whatever next year may throw at us.

You can watch a recording of the Virtual Showcase [here](#) •



Titus Welcomes ...



Amela Dautovic

Executive Assistance to Executive Chairman

We are pleased to announce that on 18 October 2021 Amela Dautovic joined our Head Office team in London at Titus International Ltd as Executive Assistant to Chairman Robert Appleby. Amela brings extensive knowledge and expertise in various professional disciplines, most notably executive assistance, office management, HR and people development, training and facilitation. Prior to joining Titus, Amela worked in multiple industries such as publishing, management consultancy and most recently global airline. Amela was born in Bosnia and Herzegovina and has been living in London, UK, for the last 28 years. Outside of work, Amela enjoys reading books, travelling and spending precious time with her family.



Sandra Tappe

Office Management Titus GmbH Germany

We are pleased to introduce our new team member at Titus GmbH, Sandra Tappe. Sandra supports office management in Herford.

Sandra has 30 years of professional experience in small companies and for the last 18 years, she has been working as a secretary and business assistant. This has given her knowledge and experience in various areas of office work and administration, which she is happy to bring to Titus to support the existing team.



Olaf Szwejkowski

Key Account Manager Poland

We are pleased to announce that Olaf Szwejkowski joined Titus in September 2021 as Key Account Manager. His work will be focused on maintaining trusted relationships and developing sales with large Polish furniture manufacturers. As a graduate in Engineering Logistics, Olaf joined Titus with 23 years of experience in the Polish furniture industry in sales and sales management in large international companies. His contacts in the Polish furniture industry are his great advantage. He believes that his deep knowledge of the local market will contribute to the development of customer relations. Olaf likes working "in the field" and he is keen to take up challenges.



Andrej Pavletič

Marketing Coordinator

We are pleased to announce that as of 1 November 2021 Andrej Pavletič joined the Marketing department in the role of Marketing Coordinator.

We welcome our new co-worker Andrej Pavletič, who will be replacing Maruška Zwölf during her maternity leave. Filling the position as Marketing Coordinator, Andrej will provide support for marketing activities related to the preparation of product catalogues and other promotional material, as well as marketing and other data analyses. Andrej who has a BA in International Relations, brings experience in the fields of administration and logistics.

Issue 1/2022

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If you have any suggestions or wishes, please
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