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Inside Titus Tekform
Indonesia

‘Brand is Everything’ for 2025



New product announcements in this edition include a new version of the already successful 170-degree T-type hinge with additional capacity for the T-type family. Expanding our T-type range diversifies our product portfolio, making it a competitive option for high-volume producers, retailers, and distributors. When combined with our connectors and drawer solutions, as well as the extended range of damping solutions in the Slidix family, we can leverage new opportunities to enhance the overall value of cabinets. The marketing investment in T-type products is yielding results, with Titus' design and quality gaining growing recognition. As the first choice among industries, our mission is to provide products and solutions that reduce our customers' total in-place costs of performance.

Looking ahead to 2025, we envision increasing sales in all markets through gains in market share. The era of 'ever lower costs', anticipated by the market, has come to an end with the rise in global interest rates resulting in a recession and de-stocking in furniture markets. We must accelerate efforts to bring new products to the market and improve our efficiency to neutralise the inflation in materials, transport, and taxation. These inflationary costs must not be passed on to our customers. Despite the backdrop of falling customer demand in all markets, there is much to celebrate in this edition. We will adhere to our core principles and philosophy, delivering innovative product solutions to our customers who are our long-term partners. •



Robert Appleby,
Chairman Titus Group

Titus EU Management Changes

Editorial Board



We are pleased to announce **Martina Kuzmič**'s promotion to CEO of Titus EU, effective from 1 April 2024. Martina brings a wealth of experience, having served as both Marketing Manager and Group Marketing Director during her distinguished tenure of over twenty years at Titus. As CEO of Titus EU, Martina reports directly to the Global Head Office. She is also responsible for creating and delivering Titus EU annual and long-term strategic plans.

Martina's appointment follows the transition of **Andelko Burić**, who previously held the position of Managing Director of Titus EU, to the role of Titus Group Treasurer and member of the Titus Group Advisory Board. His primary focus is to secure and manage funding necessary to support the Titus Group's strategic initiatives. Moreover, **Igor Hrvatin** has taken up the role of Group Operations Manager, and is responsible for coordinating activities, assets, and working capital across the

Group to optimise global operational and supply chain costs and efficiency.

Titus EU Division New Leadership

Under Martina's leadership of Titus EU Division, the following colleagues have taken up new roles:

Simon Križman takes responsibility for managing operational processes as Chief Operating Officer. **Holger Geesmann** as Chief Sales Officer continues to drive sales and customer development. **Andreja Jesenko** as Director of Management Systems and Compliance Management is responsible for ensuring compliance and management systems are upheld across the division. **Andelko Burić**, in addition to his role as Titus Group Treasurer and member of the Titus Group Advisory Board, is also temporarily covering the role of Chief Financial Officer and is responsible for Account-

ing, Finance, and IT. **Andreja Bauman** in her function as CHRO assumes responsibility also for Group HR. **Valter Švara** is promoted to the position of Group Engineering Director. **Cristian Cagliani**, the newly appointed Director of Titus Group Marketing, is in charge of strategic marketing direction.

Central and Eastern Europe Region New Leadership

We are glad to announce the promotion of **Bojan Cerar**, formerly the Product Manager for Connectors, to the position of Regional Sales Director for the CEE (Central and Eastern Europe) region. In his new role, Bojan leverages his extensive experience in customer relations and sales to drive growth and strengthen our market presence in this vital region. •

T-type-i 170

A Wide-Angle Hinge with Integrated Damping

Enei Kolar, Application Engineer

In response to the evolving demands of the kitchen industry, the T-type-i 170 hinge has been crafted to meet the market's need for a hinge with less visible soft close mechanisms and minimal door protrusion.

Equipped with integrated soft closing technology, the T-type-i 170 hinge expands and complements our hinge portfolio with a seamless and discreet solution for kitchen cabinets, designed to cater to market expectations for less visible soft close features.

Reduced protrusion

A key feature of the T-type-i 170 hinge is its capability to minimise protrusion into cabinet space, ensuring smooth functionality without impeding the operation of internal drawers. Without visible add-on soft close mechanism, this hinge contributes to a sleek and streamlined appearance of the cabinet.

Versatility

Designed for cabinets with pivot doors using a Ø35mm hinge cup, the T-type-i 170 can accommodate door thicknesses up to 26mm for the full door opening. Its versatility of use extends also to mitred doors and cab-



inets with inner drawer applications, providing flexibility for various kitchen and living room layouts.

ConfidentClose

With the integrated Titus Damper Inside, this hinge ensures ConfidentClose, a consumer-preferred soft closing action that guarantees reliable and consistent closure for a variety of doors, ensuring a smooth and controlled motion every time.

3Way snap-on

Featuring 3Way snap-on hinge-to-plate mounting, signature for the

T-type hinge family, T-type-i 170 provides ease of door to cabinet installation. This feature streamlines and speeds up the fitting process and accommodates a variety of door and cabinet configurations.

In conclusion, with its emphasis on ConfidentClose, reduced protrusion, and versatile applications, the T-type-i 170 hinge addresses the evolving expectations of the market. As kitchens continue to lead in design innovation, this hinge stands as the Fit for Purpose solution that meets the demands of both form and function in today's kitchen landscape. •

"Upon my arrival at the company over 15 years ago, the 170 hinge was the one that caught my eye the most, as it significantly stood out in terms of both design and functionality compared to other concealed hinges. Despite the kinematics of the hinge already being developed, much work has been done over the years on refinement and optimisation. And precisely this was one of my first responsibilities: to optimise the closing angle and force of the 170 hinge using com-

puter simulations. Later on, I also took over the development of the Glissando 170, which is still used today for damping wide-angle hinges. In the furniture industry, we recognised the increasing emphasis being put on minimalist design, and in my opinion, our integrated T-type-i 170 hinge effectively caters to this industry demand. During its development, which was one of the larger projects for me to date, we faced challenges such as: how to optimise the fit between

the large number of components in the hinge; how to ensure reliable operation and a long lifespan of the hinge; how to fit the damper into the narrow space between the hinge arm and still maintain an appealing appearance throughout. Now, with one of the largest hinge assembly machines in the company to date and a hinge that performs its function excellently, I can say that we have done quite a good job."

Danijel Kozlovič, Product Designer

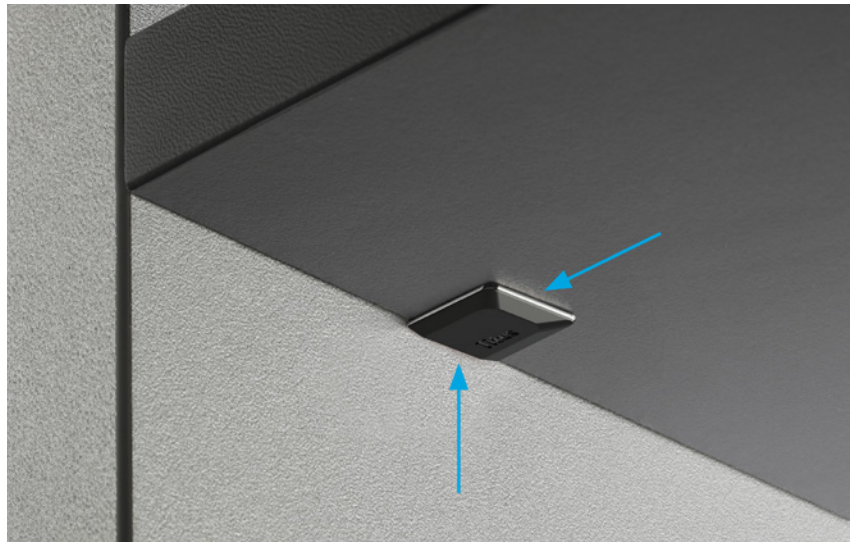
Shelf Q-Peg

Introducing Our New Square Shelf Support Solution

Bojan Cerar, Regional Sales Director for the CEE

How can we make shelving stand out among the many existing models on the market? What motivates consumers to notice differences when inspecting a cabinet? These questions, along with our goal to extend the new System 6 square design to our shelf supports, drove the development of our new shelf support, which stands out while maintaining all the required technical properties.

At the core of our design is a **square shape**, chosen for its sleek appearance and seamless integration with modern furniture lines. The thin surface overlay on the bottom of the shelf is seamlessly integrated into the cabinet design. Installation is simplified with a **10mm face boring**, offering ease while keeping the cabinet side clean with 5mm standard holes. Unlike traditional L-shaped shelf supports,



our new design ensures that the side panel remains unobstructed, creating a clean and minimalist look. To meet various design preferences, our shelf supports are available in **nickel and black** finishes, aligning with current

furniture colour trends. Compatible with panel thicknesses of **16mm and 18mm**, they offer versatility for a wide range of applications. In summary, Shelf Q-Peg embodies trendiness and confidence. •



New Product Launches in Australia and New Zealand

Rebecca Hedley, Marketing Manager Titus Tekform

2024 is set to be a jam-packed year for the distribution arm of Titus Group, with a full calendar of new Titus-owned and bought-in products on the horizon.

February 2024 saw the launch of two new folding door systems for Titus Tekform and Stefano Orlati with the **Set F450 Bi-Fold system** and the **Set P700 Hideaway system**. Combined with the anticipated release of the upgraded Titus Set 200s Sliding Door programme – now featuring Slidix and Slidix Centro soft close options – the Australian and New Zealand sales teams will be expanding their efforts in the wardrobe and bedroom sectors in the year ahead.



In addition to exploring options for a range of adjustable wardrobe internals, Titus Tekform and Stefano Orlati are also launching a new Vitek drawer system. The three-height **Vitek drawer system** offers ultra-thin metal sides on single or full extension undermount runners, and will be ideal for wardrobes, vanities, and kitchen applications. The much-anticipated upcoming release of the Slimline+ will complete the drawer platform on offer in Australia and New Zealand, creating a complete programme targeted to all sectors of the drawer market.

These and many more new product launches – such as the **T-type PressTo** hinge and exciting new colour additions to our PET Board range – were the focus of the Titus Tekform stand at the Kitchen and Bath Show that took place in Sydney in June. A natural successor to the previous AWISA



exhibitions, the Kitchen and Bath Show is aimed at industry professionals, with a focus on cabinetry, design, and the specifics of the kitchen and bathroom industries. The Titus Tekform stand promoted the exceptional innovation and engineering of the Titus products, along with our extensive designer-oriented decorative portfolio. •



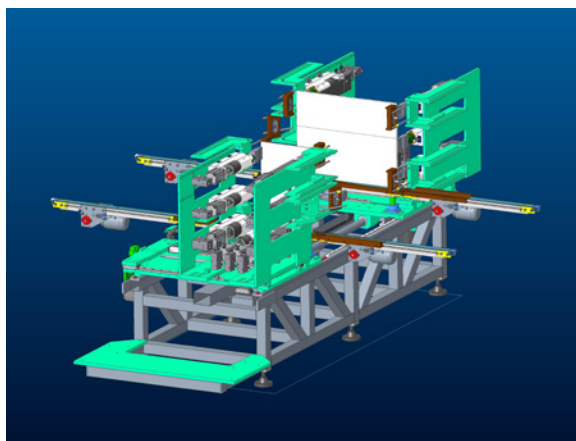
Advancements in Titusonic Project

Innovations in Cabinet Production

Igor Slavec, Titusonic Manager

In recent months, Titus Technologies made significant progress with a Titusonic project, focusing more on research and development.

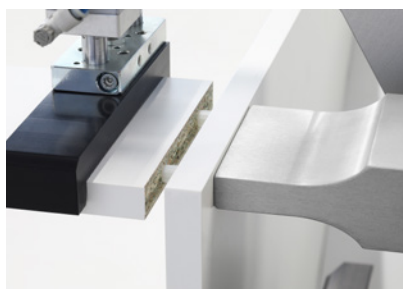
Through careful exploration, we found that ABS in combination with glass fibre content works best for our dowels, especially when used in smaller 6mm



Universal kitchen machine

sizes with American chipboards. This discovery enables us to manufacture thinner cabinets more efficiently. We've also been testing different bi-polymers for ultrasonic bio welding that is derived from corn or other natural sources, showing promise despite having slightly lower pull-out force compared to ABS with glass fibres. To improve mechanical properties, we're looking into adding natural fibres.

In Australia, the first kitchen cabinet production using our Titusonic machine has been successful. To meet

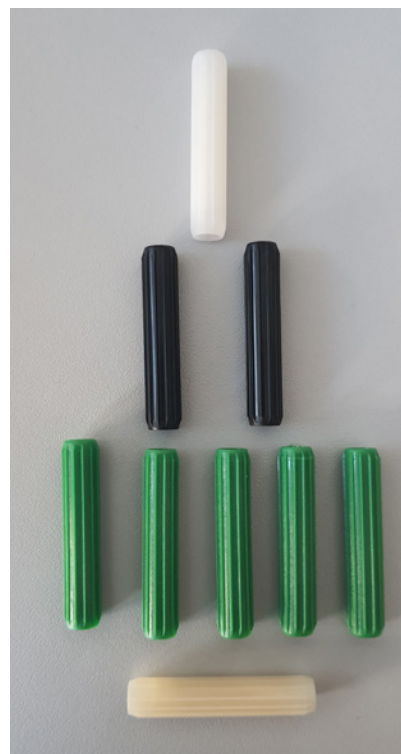


increasing demand, we're upgrading the machine with better pneumatics and programme changes based on knowledge on the latest 'Vanity machine'. Additionally, we're working on new concepts for a universal kitchen machine. Before diving into development, we're creating a testing table machine to experiment with different configurations and simulate welding scenarios.

This will help us fine-tune our processes and test the resistance of welded cabinets manually. We've also solved the two-step welding of dowels, allowing us to integrate our FastFit machine with ultrasound technology for manufacturing semi-welded dowels in pre-prepared panels. This enhancement gives better control and

consistency in the production process.

We've recently updated our website and created a brochure featuring the Titusonic Vanity machine. Our current priority is to develop a sales pitch that highlights our strengths and compares



Dowel evolution

them to industry standards. Although our product is recognised, we often face questions about its cost, dowel prices and existing users. Our goal is to gather data that demonstrates Titusonic as a cost-effective and efficient solution, emphasising its reliability and speed. •



Interview with Mike Zary

Mike Zary, Sales Manager Connectors, USA, **Monika Pertot**, Marketing



Mike, you have been with Titus company since 2008. What thoughts do you have when looking back to the beginning?

I joined Titus 16 years ago, but prior to that, I had spent around 10 years selling System 6 products with my former company. Titus has always had a very respectable brand name and is the leader in the connector market, I was glad for the opportunity to join.

So, how did you become part of Titus and how has the company changed over the years? Also, has your role in the company changed?

I joined Titus because of my experience selling hinges and drawer slides to cabinet manufacturers. I had worked in the industry 22 years and the opportunity arose when a distributor, Wurth Baer Supply, became a customer, and Titus needed someone to oversee the launch of “Lama hinges” into the market. As time progressed, I took on more responsibilities focusing on the connector segment of our business, expanding our growth within the

closet industry and worked directly with the major customers in the USA and Canada.

Looking back, what changes in the customer base can you observe?

One of the core principles contributing to Titus’s success is commitment to understanding our customers better than the customers know themselves. This approach has allowed Titus to produce products that the market demands, making it a primary choice for customers when developing new ideas. Customers have also been exposed to a successful marketing campaign and are now expressing interest in a broader range of items beyond just cams and dowels.

Reviewing all the years of Titus in the USA, which accomplishments are you most proud of?

The growth of the closet industry in America has been one of the highlights of my career. It has evolved into one of our key market segments in the USA, presenting numerous opportunities

for Titus to expand further. Titus System 6, coupled with our Quickfit dowels, stand out as the best connectors for the market. They enable customers to assemble closets much faster compared to competitive products, and the dowels can be repositioned without damaging the closet. This has not only strengthened our relationships with existing customers but has also opened doors for us to sell additional products, such as T-type, adjustable legs and shelf supports. The opening of our newest facility in Columbia City, Indiana will also help us grow. It is a great facility with remarkable people, and we are the only USA-based manufacturer of cams and dowels. It is an exciting time!

Any interesting stories or highlights from your time at Titus?

There are so many memorable moments I have experienced during my career at Titus. I must say though, getting together with colleagues after hours at sales meetings offers some of the most enjoyable and productive times. It is an outstanding opportunity to work together discussing solutions that will benefit customers in the future.

Mike, your wealth of experience is truly inspiring. As we conclude, I'd like to extend my best wishes for your continued success. Is there anything you'd like to share with the team at Titus as a closing remark?

My years working for Titus have not been a job. I enjoy waking up every morning looking for ways to service our customers and grow partnerships together. My colleagues and customers, from all over the world, are an extension of my family, and I am very grateful for the years I've had working together. Titus is an amazing place to work because of the culture that encourages the expression of ideas. Like any company, there are challenges, but at Titus, we work together to find solutions and move forward. •

One Minute With...

Efi Nikolaidou, Global Communications and Social Media Manager

Efi, how did you first get involved with Titus?

I made the decision to transition from my previous role at a food distribution company in London to explore new opportunities. My journey started with an interview with Diana Vernon-Smith, followed by several interviews/conversations with Robert Appleby. Each step of the way, I found myself increasingly intrigued by the prospect of joining the team, ultimately leading to my current position.

What three words would you use to describe your role?

Creative, strategic, and interactive.

What does a typical day look like for you and what are you currently working on?

I always start my day by checking emails and monitoring social media

channels for comments, mentions, and direct messages. I engage with followers and respond to enquiries that I forward to our Sales Managers. I review the social media planning calendar to ensure that the scheduled posts align with the overall marketing strategy, trying to maintain the continuous growth of our SM platforms and especially, Instagram's by creating interesting and engaging content.

The day involves a mix of creativity, strategic planning, communication and analysis to effectively engage with the audience and achieve business objectives.

Now I'm working on the promotion of our upcoming exhibitions across social media platforms to captivate our audience and drive attendance. Additionally, I'm coordinating closely with our international teams around the globe to maximise our reach and impact, ultimately fostering greater

awareness and participation in our events.

What are your biggest professional challenges?

My main professional challenge stems from the geographical distance between London and the Marketing Department in Dekani. While it presents an opportunity for growth and autonomy, it also requires me to be more strategic in how I stay connected and involved in the day-to-day marketing activities of the Group.

Given a chance, who would you like to be for a day?

If I could be anyone for a day, I'd choose Queen Elizabeth II. It would be fascinating to handle everyday affairs like a typical day in the palace, from meetings with advisers to royal engagements. Experiencing life within the palace walls and following the royal protocol would provide a unique insight into the duties and traditions of the monarchy.

What is your wishlist for your next five years here in Titus?

In the next five years at Titus, my focus is on career development. I aim to take on challenging roles, grow my skill set, and contribute meaningfully to the company's objectives through mentorship and hands-on experiences.

Within Titus Group, I am eager to expand my role in global communications by actively seeking opportunities to contribute to cross-border projects and initiatives. My goal is to play a key role in advancing our company's presence and reputation on a global scale, driving meaningful impact, fostering connections across borders and by also maintaining our social media's growth and encouraging all our colleagues to be more active on their LinkedIn account. •



Navigating 2024/2025

A Conversation with Holger Geesmann, CSO Europe, on Sales and Strategy

Natalija Baljić, Marketing

In this short interview with Titus EU Chief Sales Officer (CSO), Holger Geesmann, we delve into the strategic vision and priorities that will shape the sales landscape for the business year 2024/2025. Holger offers valuable insights into key areas such as market growth, sales team enablement, customer relationships, adaptability to changing market dynamics, performance metrics, and collaboration with other departments – all key aspects for a successful business year ahead.

Are there specific market segments or regions you see as key opportunities, and what strategies will you employ to capitalise on them in the business year 2024/2025?

In Europe, the focus remains on our core products while expanding into damping and kinetics applications. We'll intensify R&D efforts to deliver high-performance solutions across various industries. In emerging markets like India, the Middle East, and Africa, we target urbanising sectors with durable hardware solutions. Collaborating with local Distribution Partners, we aim to establish robust supply chain networks. Strengthening partnerships within Titus EU and devising expansion plans for these regions, including potential branch openings and strategic alliances, is paramount. Localised marketing and customised offerings will drive effective market penetration efforts.

In the fast-evolving sales landscape, how do you envision enabling our sales teams with the necessary tools, training, and resources to stay ahead of the competition?

We will prioritise digitalising sales processes and leveraging analytics tools to furnish our teams with re-



al-time data and insights, enhancing their capacity to discern and seize emerging market trends. Implementing a continuous training programme, focused on cultural competence and adaptive sales techniques, will ensure our teams remain adept in navigating diverse and evolving markets. Additionally, by cultivating strategic partnerships with local businesses and harnessing digital platforms, we aim to bolster market penetration and equip our teams to effectively compete and excel in these dynamic regions.

Building and maintaining strong customer relationships are paramount in sales. How will you ensure our sales teams foster and deepen customer relationships in the upcoming year? Are there customer engagement strategies or account management approaches that you

believe will be critical for our success?

Our approach prioritises building and maintaining robust customer relationships. Equipping our sales teams with advanced CRM tools enables us to analyse customer behaviour and preferences, facilitating tailored interactions and solutions. Emphasising regular, meaningful communication, we foster deeper customer engagement through personalised follow-ups, feedback sessions, and value-added services. Implementing a robust account management system ensures consistent, high-quality service across all touchpoints, reinforcing trust and loyalty in our diverse customer base. Tailored solutions and responsive customer service enhance trust and loyalty, positioning us for success in dynamic markets. Our teams, comprising talented in-

dividuals dedicated to our mission, bring diverse skills and experiences, enabling us to adapt and innovate in response to evolving customer needs. Their dedication and commitment are pivotal in driving our success.

Customer needs and preferences can change rapidly. How do you plan to ensure our sales strategies remain adaptable to evolving customer expectations?

Titus EU doesn't just encompass Europe; our sales activities extend across three continents. From Norway to South Africa and from Portugal to India, we engage with diverse markets and incredibly exciting cultures and lifestyles, requiring broad knowledge and expertise. Adapting to customer needs demands a dynamic approach. We will continuously monitor market trends and customer feedback to update our sales strategies. This involves leveraging data analytics to understand customer preferences and adjusting our product offerings accordingly. Regular team meetings will ensure alignment and swift responses to market changes. However, this approach demands agility and flexibility from our teams, which can be challenging to maintain consistently. Balancing standardised processes

with the need for customisation will be crucial to effectively adapt to evolving customer expectations. Our clear vision and mission provide a concrete strategy for us. They outline our goals, values, and purpose, serving as guiding forces. Having a strong vision and mission ensures that we are focused on delivering value to our customers and meeting their long-term expectations.

Measuring and optimising sales performance is crucial. What key performance indicators (KPIs) will you emphasise to gauge the success of our sales efforts in 2024/2025? Are there specific metrics that you believe will provide insights into the effectiveness of our sales strategies and tactics?

Measuring and optimising sales performance is vital. In 2024/2025, our focus will be on KPIs that reflect customer engagement, sales efficiency, and market penetration. These include customer acquisition cost, customer lifetime value, conversion rates, and market share growth. Regular reviews and adjustments to our sales strategies will also be based on these metrics. The challenge lies in ensuring that these KPIs accurately reflect market realities and do not encourage short-

term gains at the expense of long-term customer relationships. Balancing quantitative metrics with qualitative customer feedback will be essential.

Sales and Marketing collaboration is often a key driver of success. How do you plan to strengthen the alignment between sales and marketing efforts to ensure a cohesive approach towards customer acquisition and retention? Are there joint initiatives or communication strategies that you will emphasise to enhance this collaboration?

Strengthening collaboration between Sales and Marketing is key to our strategy. Our plans involve establishing integrated teams where sales and marketing professionals work together on customer engagement strategies, ensuring messages and tactics are aligned. We will leverage shared analytics platforms to provide Titus teams with a unified view of customer data, enabling more informed decision-making and strategy development. Additionally, regular cross-departmental meetings and joint training sessions will be key to fostering a unified approach, ensuring both teams are synchronised in their efforts to understand and meet evolving customer needs. •

Upgraded Warehouse in Poland

Interview with Artur Mamorń

Artur Mamorń, Customer Service and Warehouse Manager Titus Polska, **Andrej Pavletič**, Marketing

In 2023, Titus improved its warehousing capabilities through a strategic upgrade to its main warehouse facility in Poland. In the following interview with Artur Mamorń, we aim to provide a fresh perspective on how this project will contribute to enhanced product management and customer service for the wider Central European region.

Artur, can you tell us a few words about yourself and your experience? What led you to join Titus in Poland?

My name is Artur Mamorń, and I have been the Customer Service and Warehouse Manager at Titus Polska since February 2023. With a diverse background in logistics, customer service and production, I've gained experience in multinational companies in the security, medical and automotive industries. What led me to join Titus is the company's good reputation in the furniture industry and its commitment to delivering innovative and high-quality products. I was drawn to the opportunity to work with the talented Titus team with the chance to make a real

impact on the company's growth and success.

How do you see the upgraded warehouse benefiting our customers, and what improvements can they expect in terms of service and product availability?

The upgraded warehouse will offer multiple customer benefits, including an increased pallet capacity from 352 to 560 places. Not only will it facilitate the transfer of RV products from Aichhalden warehouse to Titus Polska, but

it will also lead to improved product availability and better access to a wider selection of items. Additionally, the introduction of scanners to the warehouse management system will enable faster order processing and fulfilment. The warehouse staff will be able to quickly locate and pick items, reducing errors and improving efficiency.

How does the expansion into Poland align with our broader strategy to enhance customer service in the region?

Poland has a rapidly growing market with a large population, low unemployment rate and increasing incomes. By establishing a stronger presence in Poland, we can supply the local customer base more effectively and provide them with better service. Furthermore, Poland serves as a strategic distribution hub also for neighbouring countries in Central and Eastern Europe. This expansion allows us to enter these markets more effectively and offer our products and services to a wider customer base.

You mentioned some positive effects the new warehouse is expected to have on customer support in the region. Are there any specific



changes customers can anticipate also in terms of support channels and responsiveness?

With the warehouse located in Suchy Las, customers in the country can expect faster shipping and delivery times. We anticipate the reduced distance between the warehouse and customers will also result in faster issue resolution, quicker response times and more efficient assistance from the customer support team. Having a local warehouse also allows

for better inventory management, ensuring that popular products are consistently stocked and available. This means customers will experience fewer cases of out-of-stock items.

Looking ahead, how do you foresee the new warehouse contributing to long-term customer satisfaction and loyalty?

By having an advanced and efficiently managed warehouse, we will be able to meet customer demands more effectively and deliver products in a timely manner, reducing delays or backorders. Furthermore, by continuously monitoring key performance indicators and benchmarking against industry standards, we will identify areas that require improvement.

Thanks to the great support from our Headquarter in Dekani and Titus GmbH Germany, we will be able to arrange regular training and development programmes for warehouse and office staff to ensure we are equipped with the necessary skills and knowledge to perform tasks efficiently. I strongly believe that all this effort will contribute to customer satisfaction and loyalty by building trust and confidence in our brand. •



Richelieu Hardware

Leading the Way in Advanced Hardware Solutions

Daniel Gallagher, Sales Manager East Region, USA

Founded in 1968 and based in Montreal, Canada, Richelieu Hardware is a leading name in specialty hardware. With a primary focus on distribution, import and manufacturing, the company serves a broad customer base throughout North America.

Specialising in specialty hardware, Richelieu offers an extensive range of products for various segments, including kitchen and bathroom cabinet manufacturers, furniture producers and woodworking professionals. Operating from Montreal, Richelieu extends its services throughout Canada and the Eastern and Midwestern regions of the United States. A robust network comprising 112 centres and three manufacturing plants in Canada and the United States, ensures optimal response for over 130,000 items, encompassing furniture, glass, decorative and functional hardware, lighting systems and finishing products.

Similar to Titus, Richelieu's technical journey is one of continuous innovation, strategic expansion, and commitment to technical excellence. As a technical leader in specialty hardware, Richelieu's story not only reflects a rich history but also a dedication to shaping the technical future of the industry. Titus has been working with Richelieu Hardware since the early 1990s. This relationship started with Richelieu selling Titus connectors to the furniture industry, initially used to hold furniture together while the glue set. Over time, customers moved away from using glue and as the closet industry grew, Richelieu quickly became Titus' largest System 6 distributor.

Richelieu continues to explore more of Titus' offerings to broaden the product range for its customer base. Throughout strategic decisions and numerous activities in the North American market, our business has experienced sig-



nificant growth in the past year. Opting for and installing top-quality brands and fittings, not only extends the furniture's lifespan but also outweighs the potential costs of using interior fittings that may lead to damage and failures. That's why Richelieu has chosen to offer a quality brand like Titus. This way, customers and contractors can be confident that the end product will withstand the test of time. •

Elkhalil Wood

Building a Legacy in Egypt's Furniture Sector

Monika Pertot, Marketing

In the dynamic landscape of the wood and furniture industry, strategic partnerships play a pivotal role in driving innovation and growth, and it's where Elkhalil Company and Titus have formed a lasting partnership.

Established in 1969, Elkhalil, the Cairo based company for Wood Trading is an Egyptian industry leader with a rich legacy spanning five decades. Specialising in wood, building materials and furniture accessories, Elkhalil has become one of the most trusted family businesses in the region serving as the distributor for renowned brands in the furniture industry in Egypt. Its core business revolves around wood panels, laminated flooring, wood cladding, doors and furniture accessories.

The collaboration between Titus and Elkhalil began after an encounter at Intermob in October 2018. Intermob is Turkey's fair where all stakeholders from the Furniture, Machinery and Forestry Products Industry meet with local and foreign visitors from Arab countries and Southeastern Europe. In 2019, Elkhalil initiated collaboration as our distributor in Egypt, and after several years of partnership, it became a strategic partner for expanding the business in other areas of the Middle East.

Aleksander Sterle, Titus Sales Representative further comments: *"Titus, a distinguished brand, has seamlessly integrated into Elkhalil's product portfolio, enhancing their offerings to customers. Titus, now in partnership for several years, has brought a diverse product range to Elkhalil's warehouses, including the T-type hinge range, Push Latch, Tekform Slimline drawer and Quickfit dowel. This not only enhances our availability to consumers but also reflects the dynamic nature of the Egyptian furniture market."*



From left to right: Ahmed Elgendy (Department Head Elkhalil), Valter Černetič (Titus Office Sales Manager in retirement), Ossama Khalil (CEO Elkhalil), Marko Korelc (Titus Regional Sales Director), Ahmed Khalil (CFO Elkhalil), Ahmed Abdelhady (Import Director Elkhalil)



From left to right: Marko Korelc (Titus Regional Sales Director), Ossama Khalil (CEO Elkhalil), Valter Černetič (Titus Office Sales Manager in retirement), Ahmed Abdelhady (Import Director Elkhalil), Aleksander Sterle (Titus Sales Representative)

"Both companies share a vision - to source the best quality products from around the world and make them readily available in the Egyptian market. As Elkhailil and Titus continue their journey together, the partnership stands on shared values and a commitment to quality," **Marko Korelc**, Regional Sales Director, further commented.

Elkhailil's achievements demonstrate its ability to navigate and thrive in the dynamic market environment. Success isn't solely attributed to executive management but also relies on a deep understanding of market trends, which are essential alongside adaptability in gaining market share and exploring new markets. While Elkhail-

il continues to play a significant role in the Egyptian furniture industry, its commitment to providing top-quality products, adapting to evolving trends and fostering collaboration is crucial. The company's progress clearly shows the potential and resilience of the furniture sector in Egypt. •

The furniture market in Egypt is diverse and vibrant, with numerous suppliers offering a wide range of high-quality products for homes and offices. Egypt ranks 34th in the world for furniture production, generating a yearly revenue of US\$1.5 billion, with the majority of the production consumed domestically. Forecasts suggest that the Egyptian furniture mar-

ket will continue to grow at least until 2026, driven by factors such as population expansion, rising discretionary spending, and rapid urbanisation. The prevalence of young families in urban areas adopting Western lifestyle is contributing to a heightened demand for contemporary furniture. Additionally, the increasing demand for household items and

the surge in online shopping are further boosting the Egyptian furniture market. The growth of the furniture market and the introduction of modern designs into traditional furniture manufacturing processes are also contributing to the growth of this market.

Source: World Furniture Outlook 2023/2024

Inside Titus Tekform Indonesia

Eddie Soerjanto, Managing Director Titus Tekform Indonesia

Since its establishment in 1999, **Titus Tekform Indonesia** has been serving clients from the high-volume furniture industry, with a rich history of evolution. Situated in Indonesia, the heart of Southeast Asia, the company was founded as **Commanditaire Vennootschap Titusindo Sejahtera (CV Titusindo)** with headquarters in Tangerang, West Java, which is located about 30 km from the Indonesian capital Jakarta.

Strategically situated in Southeast Asia, Indonesia serves as a vital connection to economies such as China and India. With a population of over 273.8 million inhabitants, Indonesia has the fourth largest population globally and ranks among the top ten economies in terms of purchasing power parity. This prominent player in the global furniture market is renowned for its high-quality craftsmanship, diverse designs and competitive pricing. This growth is fuelled by increasing consumer spending, urbanisation and a

growing middle class. The Indonesian furniture market encompasses a wide range of products, including indoor and outdoor furniture, office furniture and specialty items. Leveraging its abundant natural resources, particularly its vast tropical rainforests, Indo-

nesia's furniture industry is projected to reach a market volume of US\$4.24 billion by 2028.

The business cooperation between Titus Tekform Indonesia and Titus has spanned nearly 25 years. In the



53%

of Indonesia's total
land surface is forested land
91 million hectares of
171.9 million hectares

65%

of furniture manufactured
in Indonesia is made of wood
the rest is made from panel, rattan,
bamboo, plastic and metals

21st

in the world for furniture
production, valued at
US\$3.5 billion

Source: World Furniture Outlook 2023/2024



Rear, from left to right: Alex (Sales), Wardhana (Accounting), Geraldy (Sales Support), Ario (Sales), Mario (Admin); **Front, from left to right:** Dwi (Sales Admin), Nia (Production Admin), Paola (Finance)



Left to right: Kiki (Production), Ivan (Production), Eddie (Managing Director), Dikin (Production)

early 2000s, the company expanded its sales of knockdown connectors to meet the demands of large Indonesian furniture producers in the panel line industry. By 2006, the company ventured into local die-cast manufacturing to meet the increasing demand, ensuring fast supply and competitive products with multi-slide technology.

In 2009, CV Titusindo became a licensor and distributor of the Titus brand, alongside the production and distribution of furniture fittings under the same brand. Since 2016, following a merger with Titus Tool Singapore, the company transformed into a foreign entity named Titus Tekform Indonesia. Its core activities now include operating three hydraulic multi-slide die-casting machines and an additional automated assembly CombiCaster machine, catering to export-quality, high-volume production partners. The manufacturing of knockdown connectors for the furniture industry expanded into a new sector, injection moulding. Consequently, the range of products marketed by the Titus Group has grown, encompassing kitchen drawers, door handles, kitchen legs, door hinges and more. As a multinational corporation, PT Titus Tekform Indonesia meets market needs across the Asia-Pacific, United States and European regions.

With over two decades in the industry and a team of over 30 employees, Titus Tekform Indonesia looks forward to gaining new opportunities. With an expanded range of Titus products, the company aims to cater to professional interior designers and furniture producers. •

Exhibitions' Report

Efi Nikolaidou, Global Communications and Social Media Manager

Furniture hardware trade shows are an important part of Titus Group's marketing activity. They are a great opportunity for establishing our company's presence and give us a powerful platform for meeting new customers and evaluate the competition across the globe. They offer us the chance to reach out to our existing clientele and build a more established and reliable brand, displaying our new products in front of potential business partners.

Intermob Istanbul 2023

From 30 September to 3 October 2023, we participated at Intermob 2023 fair in Istanbul, together with our distributor in Turkey, Starwood Yapi Market.

The fair that brings together the most innovative and inspiring solutions in the furniture sector, offered us the opportunity to display our wide range of products to approximately 37.610

visitors/industry experts from 112 countries and engage with them.



"Another excellent Intermob 2023 fair is behind us. Our Titus booth received the attention of most of the visitors. We had more than 400 visitors, both domestic and international, and our new Titus products received very impressive customer feedback. Our T-type hinges for thick doors, B-type-i3, RV products and Push Latch systems were some of the products which received the most interest."
Ertan Erden, Regional Sales Manager in Turkey, commented.

SICAM Pordenone 2023

On 17-20 October 2023, we exhibited at SICAM Pordenone 2023, Italy's largest exhibition of components, accessories and semi-finished products for the furniture industry.

Our stand was busy throughout the four days of the show and we had the opportunity to expand our reach and make new business contacts showcasing the latest innovations and products.



"The exhibition was very focused. We welcomed not only our customers but also serious potential prospects to our booth. There were no carpenters visiting the fair. Our visitors came from many different fields, not just the furniture industry. This diversity gives us the opportunity to expand our sales in different fields, such as our damping technology and Slidix systems."
Cesare Gattini, Sales Director South Europe & Africa, commented.

IndiaWood 2024

From 22 to 26 February 2024, we teamed up with our distributor, Rehau India, to participate in the 13th edition of IndiaWood 2024 in Bengaluru, India.



Our participation this year held particular significance as Rehau celebrated 75 years of excellence and innovation. We were glad to welcome numerous guests and attendees to the stand, showcasing Titus product highlights and solutions.

"The fair was very dynamic. Throughout the five-day event, we engaged with visitors and conducted live demonstrations of our latest product innovations, including our T-type, T-type PressTo, and Noir hinge, Push Latch S2, Quickfit TL5 'Full Metal Jacket,' and TL2 Dowel, as well as our Tekform Slimline drawer."

Marko Korelc, Regional Sales Director Southeast Europe, Middle East & India, commented.

KBB Birmingham 2024

KBB Birmingham is UK's leading KBB event. For four days, from 3 to 6 March 2024, we welcomed members of the KBB community to our booth to network and reconnect.

During this biennial event that hosts the top KBB brands, we had live demonstrations of our latest novelties and great opportunities for networking with partners, existing customers and new prospects.



"The show has been very successful, achieving our goal of meeting all key accounts and showcasing Titus's latest developments. I'm confident and proud that we've got plenty of projects ready to move forward. The momentum in the UK is stronger than ever, with our branding and marketing gaining serious traction. Attending KBB has definitely been worthwhile."

Phil Beddoe, Titus UK Managing Director, commented.



Scan to uncover firsthand perspectives and key takeaways from our colleagues at KBB 2024!

Celebrating 70 Years of Titus Dekani

A Week of Openness and Appreciation

Natalija Baljić, Marketing

In December 2023, Titus Dekani marked a significant milestone as it celebrated its 70th anniversary with a week of open doors and heartfelt appreciation. The commemoration, centred around the theme of employer branding, not only honoured the company's rich history but also reinforced its commitment to fostering a positive workplace culture. Through a series of Open Days, employees, retirees, and guests came together to reflect on the past, celebrate the present, and embrace the future with renewed enthusiasm. The event, attended by over 400 visitors, served as a testament to the enduring spirit of Titus Dekani and its unwavering dedication to excellence.

In December 2023, Titus Dekani commemorated its 70th anniversary with a sense of appreciation and reflection. The occasion provided an opportunity for the company to acknowledge its journey and the values that have guided it over the decades.



Honouring seven decades of Titus Dekani is a testament to our history and the dedication of countless individuals. This milestone allowed us to

reflect on our journey, recognise our team's contributions, and uphold our values of integrity, innovation, and inclusivity.



The Open Days took place over four days, December 6th, 7th, 11th, and 12th, 2023, in six different time slots. During these days, we welcomed 439 visitors, including 105 retirees, fostering a sense of belonging and nostalgia. The warm atmosphere and positive interactions highlighted the enduring impact of our shared journey.

Looking ahead, we are committed to sustaining our legacy and strengthening our employer brand. As we navigate the future, guided by the lessons learned, we remain dedicated to our vision for continued success.

In conclusion, our 70th anniversary is not just a reflection on the past but a celebration of our collective identity and aspirations for the future. Together, we are poised to achieve great things. •

Welcome on Board



Dennis Otto

Key Account Manager DACH South

Dennis Otto was appointed as Key Account Manager DACH South, in August 2023 strengthening our team in Titus GmbH.

Dennis is responsible for all customers in Southern Germany, Austria and Switzerland. He is a trained carpenter and has worked for Hettich Furntech and most recently, for Lamello as Sales Manager. Dennis brings extensive experience and knowledge of furniture fittings. Together with a strong network, he will greatly support enhancing our market position in the DACH region.



Andreas Keller

Key Account Manager DACH

Andreas Keller joined our German sales team in Titus EU as Key Account Manager DACH in March 2024.

Andreas is primarily responsible for furniture producers in Southern Germany, Austria, and Switzerland. With extensive experience and knowledge of furniture fittings, Andreas brings over 30 years of expertise in the hardware segment. Over the last 16 years, he has been an integral part of the sales team at FGV Germany. Andreas' extensive network will greatly support in strengthening Titus' market position in the DACH region.



Sandra Tappe

Assistant to CSO Titus EU

Sandra Tappe rejoined Titus GmbH after a one-year absence.

Sandra joined the German office in Herford in January 2024, where she is assisting Holger Geesmann, CSO of Titus Europe, with various administrative tasks. Sandra brings 30 years of professional experience from small companies, with the past 18 years spent as a secretary and business assistant. Sandra is excited to rejoin the team and is eager to collaborate with colleagues worldwide.



Artur Mamón

Customer Service & Warehouse Manager Titus Polska

In February 2023, Artur Mamón joined our team at Titus Polska as Customer Service & Warehouse Manager.

Artur studied Supply Chain and Transport Management in Cork, Ireland where he has worked for four years as a Logistics Manager. He has experience in the security and automotive industries. With his background, professional expertise and excellent English skills, Artur is well-equipped to integrate and develop Titus Polska as our logistics hub for Northern & Central Eastern Europe.

Welcome on Board



Shaban Ravmanoski
Application Engineer Drawers

Shaban Ravmanoski joined the Product Management Department as an Application Engineer in March 2024.

Shaban is completing his studies in the project-oriented applied programme in Mechanical Engineering at the Faculty of Mechanical Engineering, University of Ljubljana. Additionally, he gained practical experience during his time at KERN Toolmaking Technology company. In his new role, Shaban reports directly to Cristian Cagliani, Group Development Manager and Marketing Director.



Nigel Pither
Sales Manager

Nigel Pither has taken on the role of Sales Manager in Stefano Orlati New Zealand, part of Titus Australasia.

He joined Stefano Orlati as an Accounts Manager for the South Island in 2022. His background in cabinetry and his industry experience will help him in this new position at driving sales of the additional product ranges to align New Zealand with the current Australian product portfolio for 2024.



Rufus Benjamin
Operations Manager

Rufus Benjamin has joined Stefano Orlati New Zealand as the new Operations Manager.

He is bringing extensive experience in operations from his background with companies such as Woolworths and Fli-Way. Rufus leads the preparation of the New Zealand Operations team as they get ready for the introduction of the Warehouse Management System (WMS) throughout Australasia in 2025.

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