

# IntraNews

Titus Newsletter / July 2021



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**Heroes of Covid**

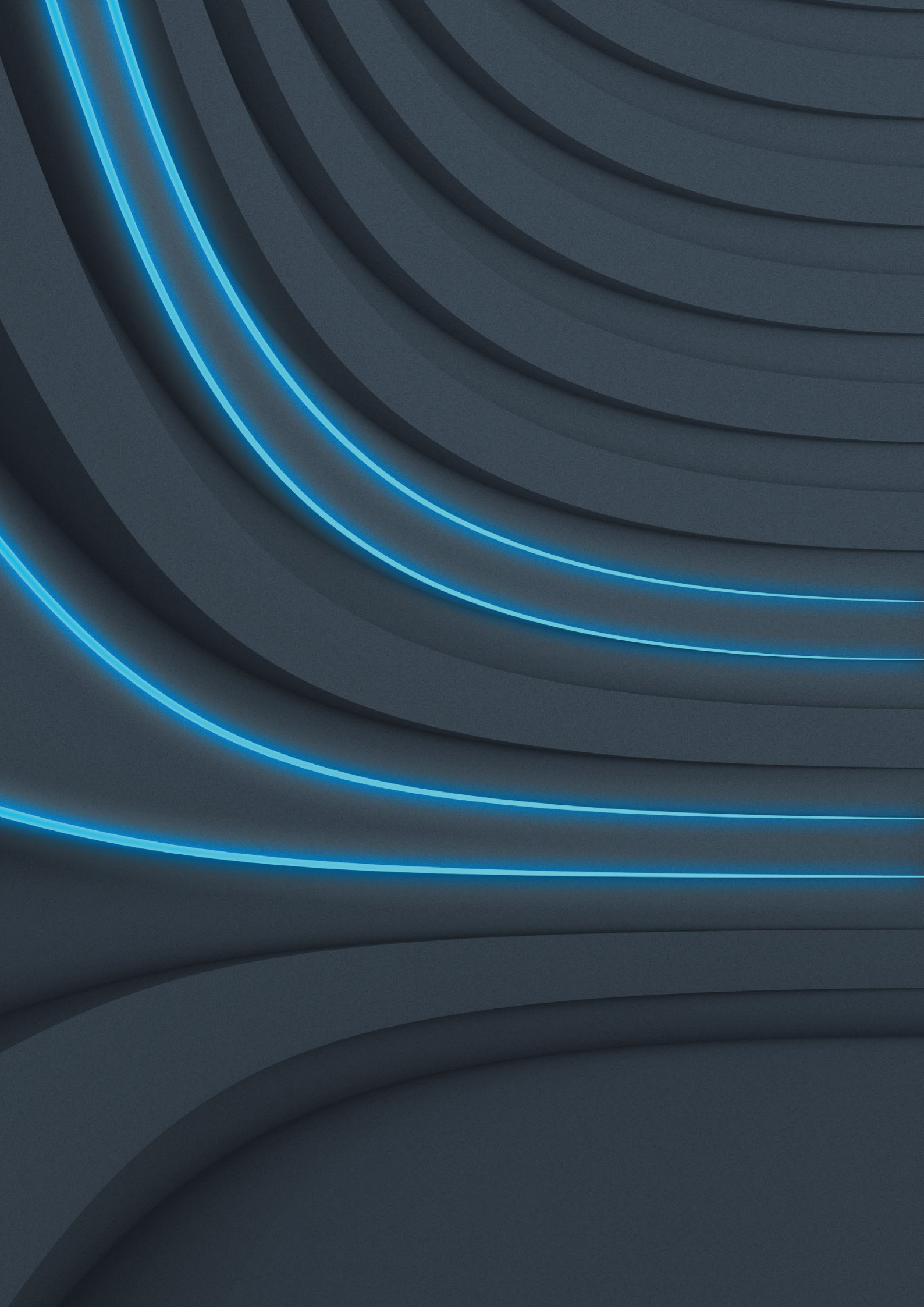
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**Slidix Family**

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**Interzum @home 2021**









# Editorial

## One more day

Robert Appleby, Chairman

**In the 14 months since Covid arrived, Titus Group has had to react worldwide to a completely new circumstance. As orders fell by 60% in April 2020, cutbacks in production were needed – then by June orders worldwide improved to only -20% on the prior year, and continued to improve in Europe, the USA, in Australia and Aspac. Titus has added new staff and increased production as our customers experienced the 'stay-at-home' consumer boom in home improvement. By October, it became more obvious that the expected economic crisis had not happened. Our materials' suppliers could not keep pace with our orders for steel and plastics. Titus was 'stressed' by the demands which were made on everyone to support customers who had increased their orders. We were all stressed by these pressures to manage the impact on the business and on our families with the strict personal restrictions on movements.**

There are stories of 'heroes' in the Group. The factory in Shenzhen was shut down and reopened in mid-March with reduced staff who restarted production under tight restrictions requiring a new business licence each day. Meanwhile, they added new tools and equipment to increase production to fill-in for the shortages in Europe, in the USA and in the Aspac region. Aspac sales teams maintained contacts undergoing heavy restrictions on travel and obtained a major new contract for S-type hinges from a major OEM.

In Dekani, the demands of our big retail customers and key accounts have been to 'build and build and build'. We acquired Simon Kinetics in a period of extreme supply shortfalls, and integrated their products with those manufactured in Dekani, to produce a record sales year.

The USA team managed the hard work of organising long range production from Mexico, China, Indonesia and Europe, as damper and hinge demand surged.

In Australia, the government ordered complete isolation and lockdown during which our 'at-home' sales teams produced record sales, growing Titus' market share as our competitors failed to maintain supply.

We can thank the governments around the world for financial support during the difficult phases at the beginning of the crisis, and we are thankful for the support from our banks for our plans to manage the initial financial stresses of reduced demand, then, later, for their support for record levels of investment in expansion and capacity as sales have surged.

I am deeply appreciative of the exceptional contributions made by everyone at Titus. We must be proud of the optimism and enthusiasm with which everyone has met this very difficult period. We have been able to catch up on increased orders brought to us by our sales departments, while our engineering efforts have made improvements that will increase our long-term business. Good customer relations are being maintained and new products are being introduced. The new capacity being delivered in so short a time will address customer anxieties and our customer service teams will be able to assure customers that their delivery needs will be met.

As the global vaccine programmes reduce the threat from Coronavirus, we can look forward to a return to normality. I am hopeful that we at Titus can also look forward to a return to normality for ourselves, for our customers and suppliers, and for our families. We have marched together through a year like no other and can hope that this coming year will bring 'one more year' of sustained growth for Titus Group.

Good health, and thank you to every one of us at Titus!

# Heroes of Covid - Titus Europe

**Tadej Gosak**, CEO Titus Europe

**Titus EU has faced a number of crises in the last 12 months, starting with a shortage of orders and health risks to employees due to the Covid-19 pandemic, followed by a rapid growth in orders, lack of sufficient staff, insufficient capacity in production and warehouses, and shortages of raw materials and semi-products. The crisis that has certainly affected us the most is the inability to meet all our customers' expectations.**

During these months, Titus EU colleagues have done an outstanding job and shown a high level of commitment to the company. We have increased our production volumes, reaching record production levels in the months from July 2020. Despite the lack of orders at the start of the 2020/21 business year, we ended the year with record sales of almost 106M€, a 12% increase on the previous year.



Since June 2020, we have recruited and inducted more than 250 new employees. Then, at the peak of the epidemic in November, we successfully confined the spread of infections among colleagues and maintained a high level of production despite the high absenteeism. We introduced a number of improvements to boost productivity in the production process. We have successfully overcome the crisis in the raw material sourcing markets by finding alternative suppliers and introducing new materials into production. We have relocated many production activities to our co-operators, while increasing investment in new production capacity.

At a time when many restrictions were in place in Europe due to Covid-19, we implemented the integration of the Kinetics programme. Despite the changed working conditions and working from home, R&D, Product Management, Marketing, NPD, Sales and Management have carried out a number of development projects that will enable the company to continue to grow in the years to come. •

**Thank you all for your heroic attitude and outstanding contribution to the success of the company in an otherwise crisis situation.**

Thank you for staying focused on health and on measures to reduce the spread of the disease, while meeting and exceeding our corporate objectives. It is really our commitment that makes all the difference.

**At Titus EU, every employee has become a 'Hero of Covid' and has made a significant contribution to the stability of the business:**

- The sales and customer service team, who coordinated orders and deliveries daily in communication with our customers.
- Our Titus colleagues in Croatia, Poland, Italy, Spain, Germany, UK, Russia, Turkey, and India, who have maintained direct contact with our customers in their respective markets and carried out numerous activities to ensure regular deliveries to customers.
- Planning and Purchasing where they have been organising the production plan and coordinating the supply of raw materials and semi-finished products for production day after day for several months.
- Warehouse and logistics staff, who are extremely good in supporting production and delivering products to our customers.
- Production workers, who make extraordinary efforts to achieve record production volumes week after week.
- HR department, in collaboration with several managers and colleagues, who are constantly recruiting and welcoming new staff.
- Our new colleagues, who have joined us over the last year and have been helping us to the best of their abilities since day one.
- Colleagues in administration who, in a changed operating environment and working from home, have remained connected to the company and their colleagues, and have actively supported the company's processes.

# Heroes of Covid - Titus ASPAC

**Chris Tate**, Director Titus ASPAC

**T**he ASPAC team of Singapore, China, Indonesia and Malaysia has seen varied challenges and frustrations through the Covid-19 pandemic. Early in the pandemic, we saw plant shutdowns in China, Indo and Singapore. As we started back to work mid last year, we saw accelerated sales pushing production and logistics to service the market and the Group under difficult Covid restrictions. The division finished the year 101% of our original budget and I cannot express enough my admiration to the team for the drive and professionalism exhibited to achieve this.

Here we are in 2021, sales continue to push forward with budgeted and forecast sales for the first quarter 140% of budget. Unfortunately, time is not good for us as Covid has reared its head again in the last two or three weeks. Malaysia is now back in full lockdown, extended to the end of June; Southern China has restricted movement and power shortages; Indonesia and Singapore continue with staffing restrictions. These issues, combined with global freight, raw material supply and cost increases see us working extremely hard to stay ahead of the Covid curve.

New projects for 2021 include a China Plant move, Syspro upgrade, Group commodity steel dowel and System 6 18mm. All extremely challenging and valuable to our small and professional team.

Clearly, 2021 is a big year for us and I am confident our team have the strength and abilities to succeed. I myself, continue to sit in my back garden in Australia endeavouring to support you all through this unbelievably challenging time and look forward to the day I can once again get on a plane and come to work beside you all. •



**I sincerely thank you all for your support to the company in this challenging time and I include my appreciation to our global colleagues who continue to stretch themselves to support us all.**

# Heroes of Covid - Titus USA

**Matthew Hurley**, CEO of Titus Tool Co. Inc.

**The team, with their experience and well-practiced systems, “kicked-in” to high gear when Covid first hit – despite not knowing what the immediate future would hold. They ignored the “fear” and went to work talking to customers, changing orders, cancelling inbound shipments and managing inventories.**

There were clear actions that needed to be executed which were handled with efficiency. Very quickly the situation improved and in May and June 2020 the pendulum swung the other way and it became apparent that the demand for Titus products was on the increase and that postponed or cancelled orders were being reinstated. The change demanded the best from us and the close contact with customers established during the earliest weeks of the pandemic, had set the team up well to respond and service their growing needs, even though we didn't know where it would take us. We focused on the present by being flexible and highly communicative.

Every member of the team at some point and to some degree has shown good judgement, carried along another team member, done something extraordinary or provided some encouragement or valuable perspective.

The diversified sales strategy has and will continue to position the division well to weather this storm. We have persevered and are moving forward stronger, brighter and better. The team continues to turn these challenging times in their favour through diligence and thoughtfulness towards their responsibilities, colleagues, suppliers, customers, and shareholders.

Our distribution centre team kept the DC open and running continuously during the Covid-19 pandemic, from day one to the present. Operating as A and B teams, one in the DC and one working from home, they were prepared to switch roles should the need arise. Thanks to the strict Covid protection protocols put in place by production management, this wasn't necessary.

Our production planning and management staff have shifted production around the world increasing capacity on some parts by greater than 30% and doubling the number of production locations - no small task. Ongoing management has become a complex process of dealing with time zones, freight and forwarding companies, port delays, material shortages, production

delays, missing information and a myriad of other variables as product “swirls” around the world heading to specific locations at specific times. Customer service, being fed information from this ever-changing puzzle, absorbed the data and working alongside the sales team, communicated the most pertinent aspects with customers and when necessary, has allocated product based on availability. In most cases, and certainly in regard to our main OEM customers, they have been kept in constant supply of critical parts to satisfy their immediate production needs.

The team kept a sense of humour and a sense of togetherness, possibly to a greater degree than when they were “physically” together. Frequent contact, empathy and a mutual respect has helped them get to the point where they are today, each bringing something unique and each knowing that their job and contribution matter. While still not “out of the woods” by any means, with demand strengthening, production and supply stress intensifying and the future remaining uncertain they can look at their colleagues, near and far, and know that each one has given their all. •



**Our sales teams have evolved immensely by developing Teams skills to meet with and present data to our customers week in and week out and at virtual trade shows.**

**They have embraced technology and taken market share from our competition.**

# Heroes of Covid - Titus Australasia

**Jason McNulty**, Managing Director Titus Australasia

**Looking back to March 2020, it certainly was a time to be very optimistic as part of the Titus Team in Australasia. Over the previous four years significant groundwork had been done by the teams to create and facilitate our navigation through the pandemic albeit unknowingly. At the time we had no idea that the work we had been constantly undertaking and refining through our Consistency and Confidence policy, instilled in our customer base, would confirm that we would deliver a full product range on time that was relevant and well-priced to give our customers opportunities.**

When the pandemic hit in late March and into April, there was an initial downturn as customers were reluctant to commit to projects as the continent shut down. In complete contrast to nearly everywhere on the globe both Australia, and specifically New Zealand, took a hardline on how to shut the virus down. This had an immediate effect on movement and the potential to operate effectively until all companies adapted to the new way of doing business.

Teams had to work remotely and be dynamic in their thinking. Thanks to our groundwork, the connection via the online platforms gave our customers the opportunity to order remotely without the need to have human interaction but still having the Titus sales teams available virtually 24/7 to answer any technical queries and give confidence that it was business as normal i.e. effective social distancing.

Quite clearly the appearance of the 'Elegant Swan' scenario was in place and behind the scenes the purchasing/marketing/warehouse and customer service teams were working to ensure the continuity we have established with our supply and product information. Customer communication appeared unaltered.

Titus' customers in Australasia had the best customer experience in the industry and quite clearly embraced the way the teams seemed to continue to deliver not only product but amazingly, new product communicating technical features and benefits. Titus Australasia also launched during the pandemic, a brand new innerware range; 12 new Handle designs, six new Lighting ranges, a complete new Waste bin range, sliding and folding door systems, new decorative panel colours and a full Made to Measure kitchen door range.

Throughout this, we learned new skills and ways to stay connected and communicate that will endure. All the Titus Teams worldwide deserve tremendous credit for the professional way they continued to perform their tasks. I can certainly say I continue to be immensely proud of the Australasian team and thank everyone for their continued efforts. I am sure we will face further challenges which I am confident will be met with the vigour and enthusiasm Covid was. Thankfully, we are currently experiencing challenges of the record sales level variety - long may they continue. •

**Throughout the Pandemic and currently, at least one of the areas has either been in lockdown or under significant restrictions and these continue currently.**

From a customer perspective, very little has appeared to change and that is an unbelievable achievement by the Australasian teams.



# Slidix family

Katja Manias, Marketing

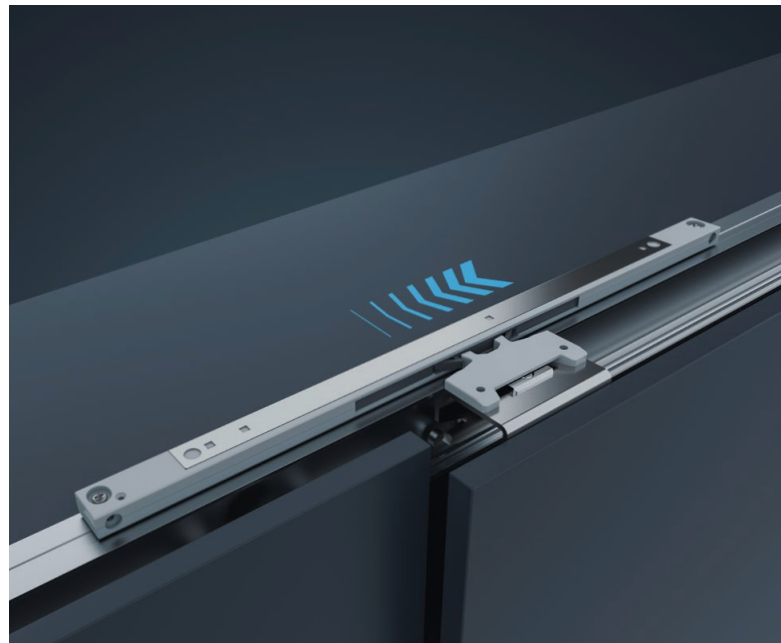
**A**t the recently closed Interzum @home exhibition, we successfully presented the newest member of Titus products' family, integrated in our range with the acquisition of Kinetics. Slidix is a comprehensive range of damping solutions for various sliding door systems and is now being upgraded with Titus' hydraulic damper, assuring consistent performance and smooth soft closing with reduced re-bounce. This upgrade also reduces pull-open force for comfortable door opening.

Titus hydraulic damping technology offers fully programmable damping curve, with ability to define forces and their distribution very precisely over the whole damping action. With this, we can fine tune its performance to specific application. A unique combination of valve design and fluid composition, provides low temperature-sensibility, translating into consistent performance in an extended temperature range. The well-thought out ratio between spring and damping force enables comfortable door opening using low power.

Slidix is a complete family of soft closing systems with damping stroke of 50 or 100mm to assure efficient damping at any closing speed, providing consistent performance over any application from 5kg to 120kg and on various materials such as wood, glass, hollowcore, plastics and more. Customers can choose from various sizes, three possible movement principles that can damp the object from inside-out, outside-in or in both directions, all depending on the required Slidix position and space limitation, speed of closing, weight and present friction. All gathered in a compact design with low impact in the application, which means that the manufacturer needs less adaptation to fit the mechanism to different doors.

Slidix products with their ability to efficiently and quickly adapt to specific customers' needs give the possibility for applications to be extended over a wide range of industries: wardrobes and built-in cabinets, interior wall partitions as well as exterior sliding doors and windows for balconies or winter rooms, various internal sliding doors, pocket-doors, barn-doors made of glass or wood, shower doors (screens), drawers, drawer slides and cabinet pull-out systems, refrigerators and wine coolers, storage systems with pull-out options and more.

Let's take a closer look at Slidix Centro for application in the large sliding door wardrobes and conceived for middle door soft closing and centring. It has two hydraulic dampers to assure reliable and consistent soft closing in both directions. It has all the advantages gained by installing the Titus damper; smooth soft closing, reduced re-bounce and low pull-open force. Slidix Centro also features a compact design which can accommodate dampers of various forces and offers optimal soft closing on doors from 15 to 40kg. Besides that, for manufacturers, the damper's compact size means less impact on their design and minimal need for adaptation of their wardrobes. It has a dedicated activator that works also in combination with other Slidix mechanisms to offer a complete set of soft closing systems for big wardrobes with three or more doors. •



Even though it's mostly sold and used in wardrobes, it can be added also to any two-way runner system like in drawer cabinets in kitchen islands or double-sided pull-outs in pharmacy equipment or shop displays.

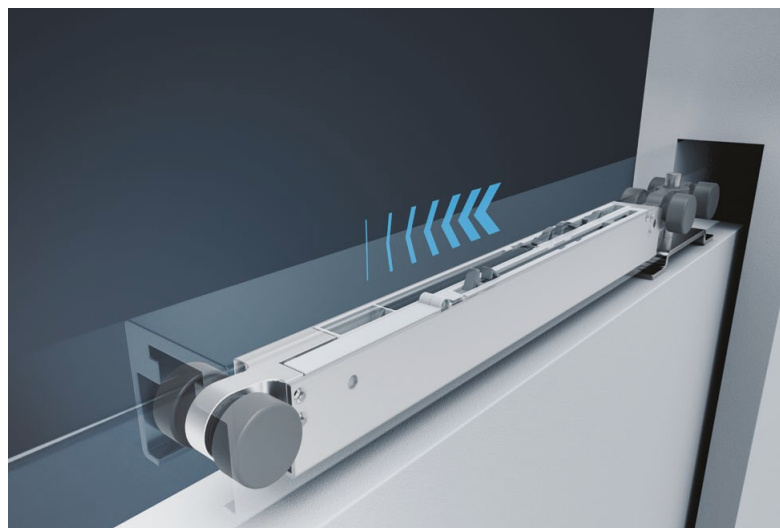
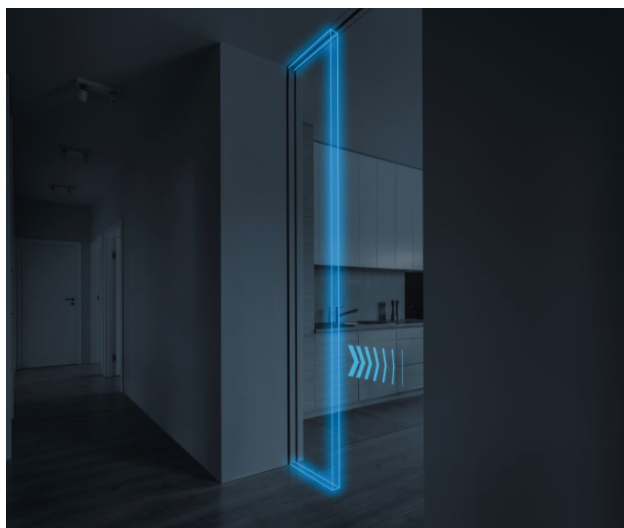
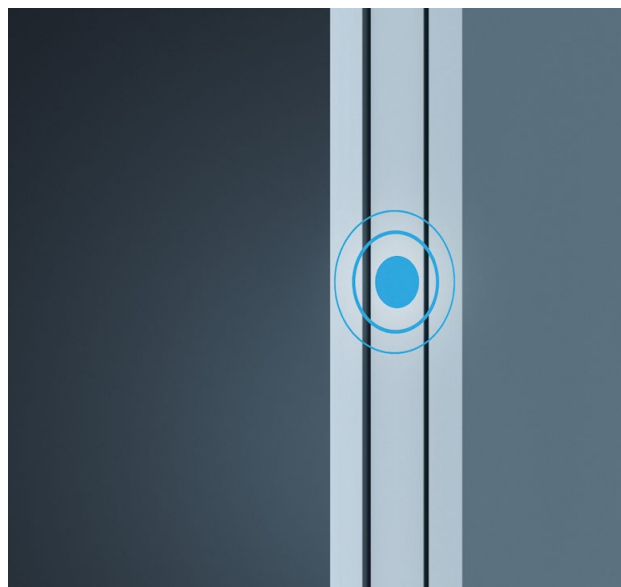


# PushPlus, a solution for hidden or pocket doors

**Uroš Tenko**, Application Engineer

**P**ushPlus is the only system on the market which combines soft closing and touch opening in a single mechanism, providing effortless and comfortable opening and silent soft closing of the wall pocket sliding doors.

The mechanism itself does not require any external input of energy, like electricity. Just mechanical input for opening and soft closing. The Titus' technically advanced PushPlus system allows the door to be without a handle and to retreat completely into the wall, which enables the maximum openness of the gateway. Just a small gentle push is needed and the hidden push to open mechanism will open doors for at least 80mm giving enough space to open the door normally with your hand. The other part of PushPlus is soft closing, which is equipped with a hydraulic 50mm stroke Titus damper for smooth and reliable damping that provides maximum comfort and silence in use. •



PushPlus's design is based on a modular approach so it can be tuned to each customer's needs. The wide range of ejectors, springs, and damper forces from 4.2 to 22.5N makes PushPlus fully customisable and all those combinations guarantee that it works for doors of up to 100kg.

# New members of System 6 family

**Bojan Cerar**, Product Manager Connectors

» **F**lat packing« demand forced producers of connecting fittings to adopt their solutions according to optimised transport needs.

**Newest derivate of System 6 family, Flush, meets all the demands.**

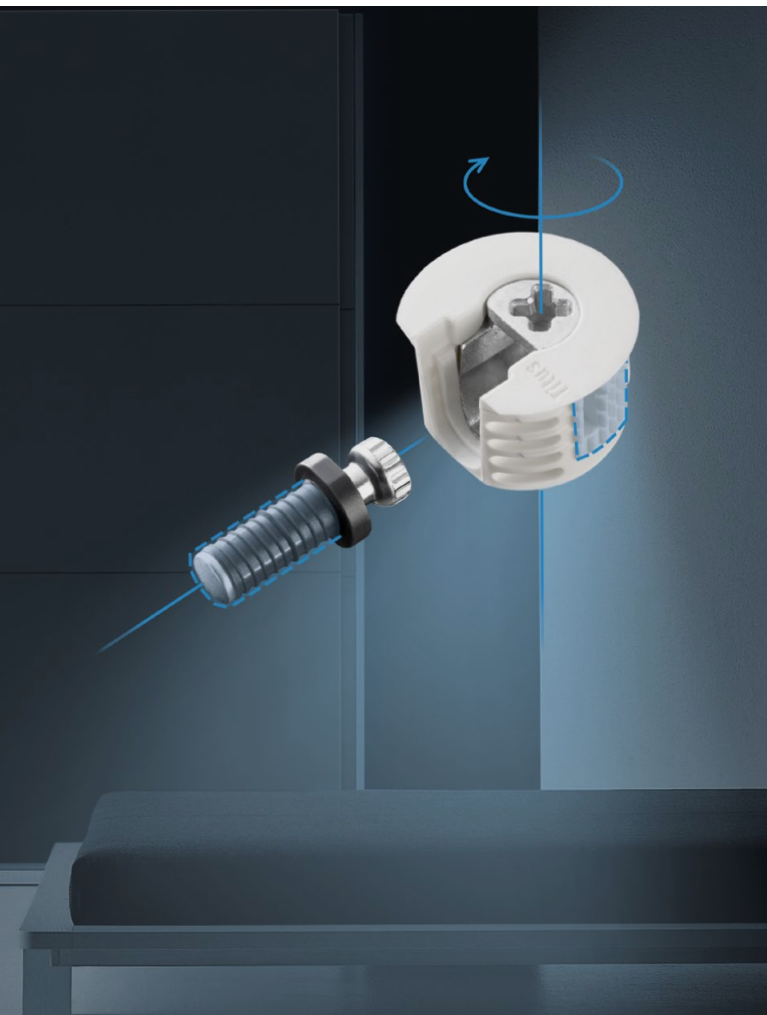
As the name says, the housing is flat/levelled board with no obstacles therefore minimizing the risk of damage during transport when panels are stacked one on the other. At the same time, the appearance is less noticeable when installed.

By applying our Customer Assembly Friendliness philosophy, you can combine it with our Quickfit dowels to significantly decrease assembly times. In some markets System 6 Flush is available with various color cover caps to match the color tone of panels.



## System 6 18mm

Less is more. The driver for this product has originated in the Chinese kitchen and wardrobe market, where this kind of connections is used as a structural shelf peg. Appearance trends with less visible but still strong enough connections are constantly discussed with designers and producers of furniture. 18mm diameter of housing is strong enough to support a support shelves, but not really designed for structural connections. Cover caps can finish off the appearance of the connection and can be made of plastic or steel. Even though 18mm cam was designed for China, there is demand in other markets and we plan to launch the 18mm cam in those markets as well. •



# “Golden age” of caravanning industry

**Igor Barinov**, Product Manager and CS Teamleader Kinetics

**The recreational vehicle market (RV market) jumps from one record year to another in sales volumes. The global RV market sector value is approx. 40 billion US\$ with an average yearly increase of about 5%.**

There are currently three types of vehicles on the market, the traditional caravan as a trailer, mobile homes and camper vans. In 2021, we've seen a huge increase in demand for RV, as due to Covid and uncertainty of summer holidays, people are searching for other alternatives to travel. With the acquisition of Simon Kinetics and their RV-portfolio for closing mechanisms, Titus has become the European market leader in the RV market for these products. A standard closing mechanism within the RV consists of three main parts: The Push Lock, a Rosette and a Knob.

Before the invention of the Push Lock in 1985, the most commonly used mechanisms in the RV were magnetic catches, roller catches and different kinds of latches and hook mechanisms. In the European market, the Push Lock replaced most of the “old closing systems”, but in the USA and Australian markets they are still in use with a significant market share. There are a couple of reasons for the replacement. Since space and weight in an RV are very limited and important, the Titus Push Lock is designed to work without any additional handle. It provides a secure locking of cabinets up to 40kg. The galvanisation of the surface of the rosettes and knobs gives the plastic parts a metal and valuable touch and simultaneously spares weight.

In today's RVs, we see many combinations of Push Locks with and without handles; with the functionality the focus is more on interior designs. Today, it is hard to find an RV without a Titus Push Lock and after more than 30 years, the RV market still trusts in the reliable Push Lock mechanism from Titus.

RV push locks provide reliable and secure locking of cabinets during transit. Only a light push on the knob is required for effortless and comfortable opening and closing. A non-handed lock design assures intuitive mounting regardless of the position on door. Locking mechanism assures consistent functioning throughout the product lifetime. Push locks in locked position are flushed with the door surface giving an elegant and sophisticated look to interior. •



Since the dawn of the modern tourism age in the early 1950s, caravans have been a popular way of spending a holiday.



# Strategic partnership with Media Profili

**Monika Pertot**, Marketing

**F**ounded in 1982 and located in Mansuè in Veneto, Italy, Media Profili S.r.l. is a leader in the production of components and solutions for the flat pack furniture and furniture retail chains. With 1,132 employees, it generates €350 million in sales and among its customers are the DIY retailer Kingfisher and flat-pack furniture producer IKEA who are among the most important players worldwide in their sector.

From manufacturing semi-finished products like foil-based frontals, press panels and doors to providing a complete range of ready to assemble solutions for the furniture industry, Media Profili products find applications in every home environment, including kitchen, bathroom, living room, bedroom and office.

The cooperation between Media Profili and Titus started in July 2018 and is based on a fully integrated working relationship between the two companies. *"We see this sort of partnership develop very often."* commented **Cesare Gattini, Sales Director SE Europe.** *"At Titus Italia we started to work on a project with Media Profili when they were looking for a solution to pass 48 hour salt spray test that their at that time italian supplied solution was not passing."*

*Our B-type hinge in combination with add-on hinge damper Glissando and the perfect timing was the starting point of our successful cooperation meeting the demand for the high-quality surface finish, that was required by Kingfisher's bathroom programme LADOGA."*

Another key factor is the full involvement of both teams. *"Our long-lasting, mutually profitable relationship with Media Profili and our equally great products that adapt to the needs of a fast-changing market are aspects that determine our success. This is proofed by the steady increase in demand for the hardware solutions we supply including new Generation T-type hinge, connectors and Push latches,"* commented Cesare.

Behind every great success story there is a story of great support. And Titus' team proved it again in yet another successful business story. •

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**HQs**  
Italy

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**Employees**  
1,300 people / 18 nationalities

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**Plants**  
280,000m<sup>2</sup> productive surface

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**R&D and technological investment**  
8% on total turnover

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**Specialized productive sites**  
7

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**Finished product warehouse**  
80,000m<sup>2</sup>

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**Semi-finished products per day**  
450,000\*

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**Internationality**  
95% export on total turnover Albania, Australia, Austria, Belgium, Canada, China, Croatia, Denmark, UK, Finland, France, Germany, Greece, Japan, Korea, Norway, Poland, Portugal, Romania, Russia, South Africa, Spain, Sweden, Switzerland, USA

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The company's extreme competitiveness is proven by more than 12.000.000 Flat Pack Furniture boxes packed every year.

# Titus awarded for being Martin Staud's strategic supplier

**Felix Nieburg**, Regional Sales Director, Germany

**M**artin Staud GmbH, the biggest German producer of sliding door wardrobes, has nominated Titus as a strategic supplier.

**Martin Staud is located in Bad Saulgau in the south of Germany and manufactures bedroom furniture, doors, beds and cabinets, with the focus on sliding doors.**

The history of Staud can be traced back to 1653. Following the turmoil of the Thirty Years War, Matthäus Staud opened a joinery shop in Saulgau which with perseverance and craftsmanship he built into a successful business. The love of woodcraft has been handed down from father to son for over ten generations.

In 1972, Staud built a new factory on the "green field" near to the original location. This was the start of production of sliding door wardrobes. Since 2012, Martin Staud GmbH has been part of the Vivonio Group. Other Titus's customers like Maja Möbel and Noteboorn in the Netherlands are also part of this Group.

Today, Martin Staud GmbH is the biggest German producer of sliding door wardrobes and exports its furniture to more than 20 European countries.

Titus is supplying Martin Staud GmbH with Slidix Centro which makes them one of the biggest customers for this Titus product group. Furthermore, Titus is Staud's key strategic supplier for which we received an award in 2020.

Currently, there are some important development projects in progress between Staud and Titus R&D team in the field of soft closing mechanisms and connectors which will help Titus to maintain the award status. •



# The evolution of Stefano Orlati

Rebecca Hedley, Marketing Manager Titus Tekform

**Stefano Orlati has been a member of the Titus family since its merger in 2015, following success as a valued distributor of Titus products. Originally based in New Zealand, with an Australian branch in Queensland, the Stefano Orlati brand has had an unparalleled presence in the market for nearly 20 years.**

Stefano Orlati is a name synonymous with service, creating a customer-first ideology which has engendered loyalty in their customers as the brand transitioned from a lighting and handle focused decorative hardware business to offering an extended product range for the cabinetmaking, furniture manufacturing and distribution industries. The Stefano Orlati brand principles have had a guiding influence as the combined Titus Tekform and Stefano Orlati brands have sought to re-establish themselves as the suppliers of choice in the Australian and New Zealand markets. The Stefano Orlati name has been given to the robust decorative hardware offering for both companies, encompassing the OptiMatt, OptiGlaz and OptiGrain doors and panels; the Tasmanian-fabricated solid surface acrylic benchtops; a comprehensive selection of LED lighting; and the complete handle offering including the popular Aura by Stefano Orlati designer range.

In New Zealand, the business name remains Stefano Orlati, with the head office located in Auckland and a second branch servicing the South Island from Christchurch. General Manager Wayne Hallford was welcomed to the position in 2016 and has seen his high-performing team through the expansion of a new range of Titus products into the New Zealand market. While traditionally focused on handles and lighting, the Stefano Orlati team has seen great success with the Tekform drawers and are capitalising on that momentum to increase sales of the T-type hinge. The changing New Zealand market has seen a shift away from traditional handles towards profile and handle less options, as well as a new proliferation of LED lighting competitors. Through introducing the Titus products and changing the shape of the company, Stefano Orlati has managed to thrive in a way it would not have been able to do previously.





After the strict Stage 4 lockdown in 2020 which halted operations in New Zealand for four weeks, the consensus was that the country was heading towards a recession. Fortunately, while the economy did shrink by 11% in the June quarter, there was a bounce back in September, with Kiwis investing money into their homes since there was no longer an option to travel. Careful stock management and prudent purchasing decisions have also contributed to Stefano Orlati's recent success, as competitors have continually fallen short of customer expectations with repeated stock shortages.

2021 will be a big year for Stefano Orlati NZ, with a new showroom and the introduction of new product ranges including Quadra kitchen innerware, and extensions to existing product ranges like the Slimline touch opening Tacto drawer system. This year will also see a concentrated focus on eCommerce and online sales, including a dedicated end-user handle website, Handle Home NZ, replicating the model initiated by Titus Tekform in Australia. The eCommerce sites will provide enhanced resources to customers and a streamlined ordering system to free up sales to approach new markets. •



This year will also see a concentrated focus on eCommerce and online sales.

# Titus Technologies receives Slovenian award for Titusonic

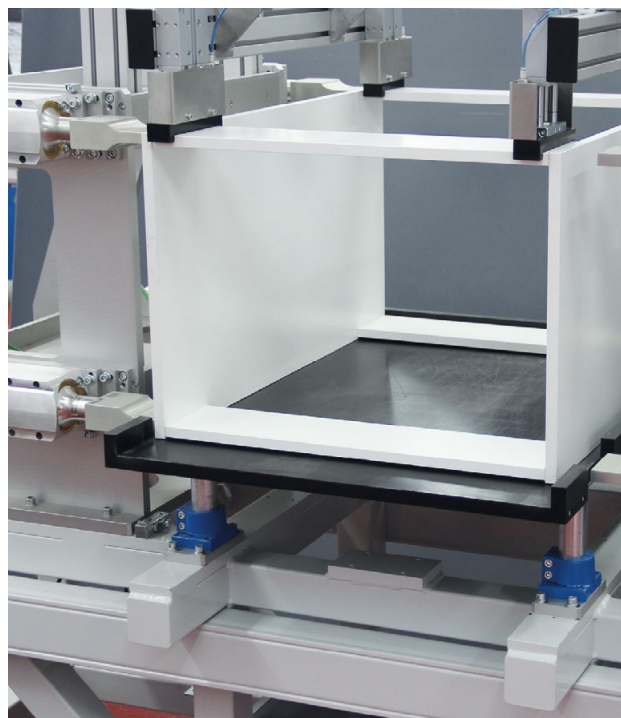
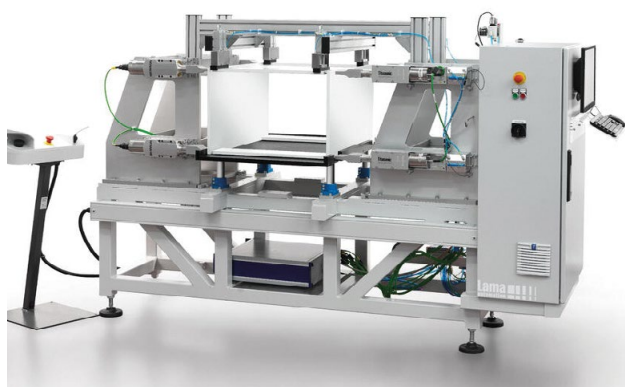
Natalija Baljić, Marketing

**The Titus Group is once again among the recipients of the national award of the Chamber of Commerce and Industry of Slovenia for innovation, the highest national recognition of innovation by Slovenian companies. For 2020, Titus Technologies received a Bronze Award for a modular cabinet assembly machine 'ModulR powered by Titusonic' which uses ultrasonic technology for joining furniture cabinets and significantly reduces the time between planning and installation of a custom-made kitchen.**

Our management was very pleased that the Chamber of Commerce has recognised the value of our innovation. This is an additional recognition for the inventiveness and creativity of our engineers who are constantly looking for new ways to improve the competitiveness of our customers.

The use of Titusonic ultrasonic joining technology brings great savings to furniture manufacturers. With it, the cabinets are assembled in seconds and can be shipped immediately, without drying. The time between planning and assembling a custom kitchen, for example, can be reduced to less than a week.

Last year, Titus received a Gold Award for Innovation for the Quickfit TL5 'Full Metal Jacket' dowel and the FastFit machine for automatic insertion of cams and dowels. •



# Assembly line for Danfoss

Igor Slavec, R&D and Titusonic Manager Titus Technologies

**D**uring this year, Titus Technologies completed one of the biggest projects in its history. This was an automation assembly line for the AB-QM control valve for heating and cooling applications for the Danfoss Group, the Danish global manufacturer of components and solutions for refrigeration, air conditioning and heating and control.



In the past, Titus Technologies has made manual and testing machines for this type of valve and in the last year, a very close partnership with Danfoss was formed resulting in cooperation on the new project.

Danfoss AB-QM is the first of its kind of control valve for HVAC (heating, ventilating and air conditioning) application with an automatic flow limitation. Simply setting the design flow replaces traditional commissioning processes, giving a much more accurate control. Having a 100% valve authority also increases the control quality and precision at low flow requirements. This creates a more comfortable internal atmosphere as well as increasing energy savings. By providing the right flow at the right time, the AB-QM optimises chiller and boiler efficiency reducing pumping costs and in addition, movement of the actuators is reduced increasing the lifetime of the part.

The assembly line is fully automatic and it is envisaged to produce different types of valves. There are specific new technologies used to assure unique assembly processes such as pressing, screwing and special feeding stations with robots. Material for automatic assembly is supplied to the line via storage bowls, motorised hoppers, transport systems and manipulators. Following final assembly, the product is transported for testing, engraving and connection tests for 100% traceability using Danfoss software. •



Assembly taking place on the pallets of the transport system and on rotating distribution table.



The above picture shows Titus' unique design for assembly of marking tapes which are twisted together, gripped and attached to the station in the correct position.



# Titus China received the “20 PLUS 20 Annual List” award at Interzum Guangzhou 2021

Efi Nikolaidou, Group Communications Coordinator

**From 28 to 31 March 2021, Titus China participated at Interzum Guangzhou 2021 show in Guangzhou, China where we presented our revolutionary products and latest innovations. Our Titus China team was excited at having an actual booth in a real show just 12 months after Covid-19 started.**

*“The show was most appreciated by Titus customers looking for innovative solutions in cabinet assembly. Optima and Landbond Corten, leading customers in China were pleased with the new product launch of System 6 – 18mm and System 7 – 10mm and following trials will seriously consider using them in their new product range. Wide coverage of Titus product functionality was fully demonstrated at the show and gave customers confidence to cooperate with the Titus China team in their new product development.”*

**Ian Chu, Sales Manager China, commented.**

We're also proudly announcing that our Titus team in China received the “20 PLUS 20 Annual List” award at Interzum Guangzhou 2021 show for the Quickfit dowel for single or back-to-back application.

“20 PLUS 20 Annual List” award that recognises and encourages product innovation in the furniture manufacturing industry honoured Titus tool-less Quickfit back-to-back connector. Its 9mm sleeve length enables back-to-back application in 18mm panel thickness. Thanks to this unique characteristic, the cabinet construction requires less panels, making assembly and handling of flat-pack cabinets much easier. The expanding plastic dowel sleeve enables firm fixing in a dowel hole with high resistance to pull-out and provides a consistently strong joint.

We are pleased at receiving the award as it encourages us to continue with our pursuit of constant innovation that offers faster and easier cabinet assembly to furniture producers.

See you next year at our booth at Interzum in Guangzhou! •



# UMIDS 2021 exhibition at Krasnodar, Russia

Stepan Khotulev, Regional Sales Director Russia

**From 7-10 April 2021 Krasnodar, the capital of South Russia, as the locals call it, was the venue for UMIDS 2021 International exhibition of furniture, interior items, materials, components and equipment for woodworking and furniture production where we participated together with our distributor in Russia, SLOROS.**

The event spread over four pavilions that covered over 20,000 Sqm, making it the second largest furniture fair in Russia, following Moscow's Mebel show in November. The strict Covid protocols and the windy spring weather did not deter the visitors. As the show opened on the morning of 6th of April, large crowds of visitors flooded the show floor. It was obvious that we had missed seeing our customers and thankfully, they had missed us as well.

Titus' booth was a busy place. Southern carpenters showed remarkable interest in our new TeraBlack range of products. First orders for TeraBlack T-type hinges were placed on the show floor. Larger OEM clients like Angstrom, Lerom, VKDP, Lubimiy Dom and Hoff retailer were also happy to test our new Titus products at our stand.

Our historic partnership with SLOROS, has once again proved that open and transparent strategy brings synergy and effectiveness to our business in Russia.

Next stop is Mebel 2021 show in Moscow, in November 2021. •





# Titus unveiled digital Interzum @home platform

Monika Pertot, Marketing

**F**or cabinet hardware expert Titus, this year's digital edition of Interzum 2021 - Interzum @home - ended with impressive overall results. Not only was the Titus virtual show floor busy throughout the whole four days of the show, but we also noted that the quality of the visitors was way above expectations and that the contacts made opened up great opportunities for generating new business relationships.



## Discover innovation. Explore possibilities.

Titus participated at Interzum, the world's leading trade fair for furniture components, **from 4 to 7 May 2021** as a digital-only event this year. We were showcasing the latest product innovations to customers and other visitors on the dedicated Interzum @home platform.

On this years' Interzum, **Uroš Mihelčič, Titus Group Marketing Manager, commented:** *"Our trade show format not only offered virtual presentations but also allowed us to engage in active dialogue with our customers and partners. Personal conversation plays a key role in this context. The special, interconnected format featured 16 dedicated presentation sessions. "We, at Titus, see challenging times as an opportunity and that is why we came up with a comprehensive presentation encapsulated in a series of product sessions and live events that enabled us to exchange conversations even in the virtual world. We prepared a specially adapted space with cameraman, film director, sound master, lights and our product experts. And the proof we all did a great job is a very positive feedback from visitors, organising team and even our competitors."*



The event also outlined the new product launches to Titus digital showroom. Beside the award-winning T-type kitchen hinge, B-type i3 slide-on hinge and the popular add-on hinge damper Glissando TL3, we devoted an area to Slidix family, a comprehensive range of damping solutions for sliding door systems including a highlighted one, Slidix Centro, the solution widely used to control the motion and centring of middle doors. Newest edition to the Tekform Slimline family, we featured Tacto touch opening version for handle-less drawers. We also unveiled new PushPlus for pocket sliding doors with soft closing and touch opening function. Acknowledging the trend for dark colours, Titus also presented the TeraBlack range of black matte fittings that add visual appeal to cabinets and also last for a lifetime. Other new Titus products that notably caught the attention of visitors were our high-performance dampers that are supplied in versions customised to suit specific applications and like all solutions from Titus, they are first and foremost engineered for a purpose.

**Stephan Peltzer, Global Director for Damping**

**Division** explained why the change from air dampers to hydraulic dampers offers such a breakthrough difference in consistency and reliability of performance:

*“The new damper system allows doors to close softly in both directions with a fully controllable damping curve and we are confident that solutions will impress even the most demanding customers. This step also gave us the opportunity to underscore Titus’ core ‘Design for Purpose’ philosophy and expertise that leads our product design and manufacture.”*



“The new damper system allows doors to close softly in both directions with a fully controllable damping curve and we are confident that solutions will impress even the most demanding customers.”

**Stephan Peltzer, Global Director  
for Damping Division**

Titus showed all its innovations through various interactive formats. *“For us, face to face contact is immensely important. That is why we complemented our digital presence with personal dialogue and the physical product presentation of our innovations directly on site”* – commented **Dean Kočevar, Product Manager at Titus**, and further emphasised: *“Our intention is to engage and connect with our customers, even at this unusual time. However, we are looking forward to live Interzum 2023 in Cologne because we are convinced that direct contact with customers and partners in person is irreplaceable.”*

*“For us, face to face contact is immensely important. That is why we complemented our digital presence with personal dialogue and the physical product presentation of our innovations directly on site.”*

**Dean Kočevar, Product Manager at Titus**

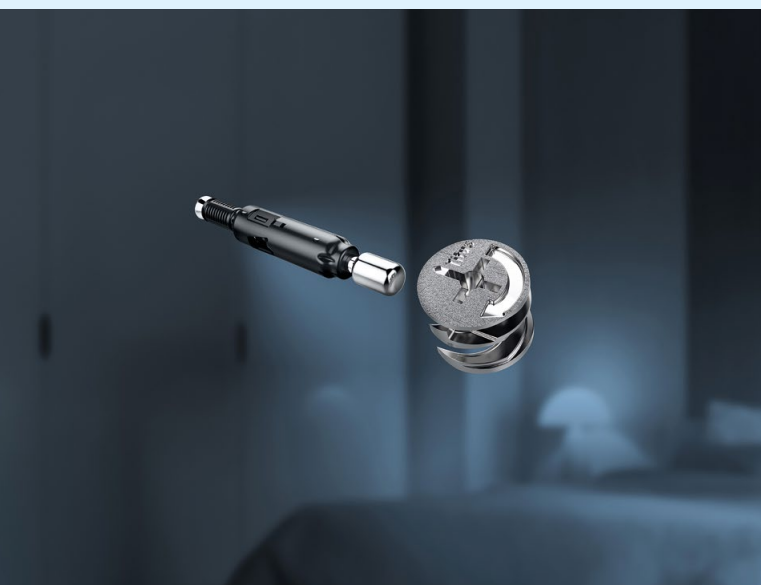


Thanks to Interzum @home, Titus was able to create contact opportunities with customers and partners directly at its international locations.

**Holger Geesmann, CSO Europe**, explained that given the current situation, we decided to participate this way. *“We welcomed the possibility to present ourselves digitally. More than 20 % of all visitors to Interzum @home came through our stand and our message reached many highly relevant leads through the digital environment of the Interzum @home platform and opened the door to a larger number of customers in the ready to assemble, kitchen and other furniture sectors as well as in various home product industries.”*

*“We welcomed the possibility to present ourselves digitally. More than 20% of all visitors to Interzum @home came through our stand and our message reached many highly relevant leads.”*

**Holger Geesmann, CSO Europe**



The event also outlined  
the new product launches.



“If you want to be fit for the future,  
you also have to have the courage  
to change.”

**Maik Fischer, Director Interzum**



## Final report of Interzum @home 2021

No less than 230 digital events with a total of 4,240 minutes of content attracted about 10,000 visits from 132 countries. With this audience, interzum @home demonstrated the trade fair's continued strong international reach on the visitor side as well. •

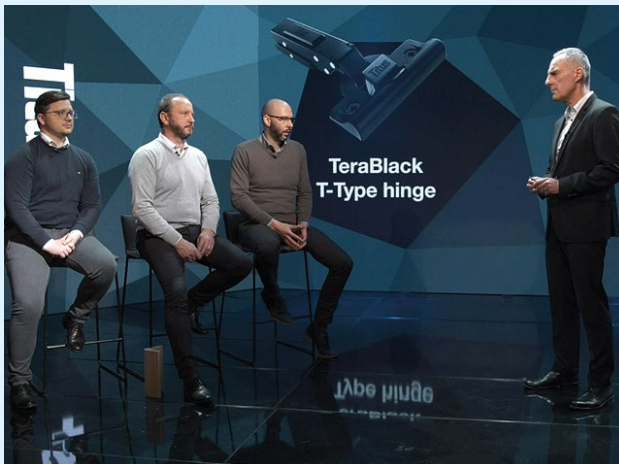
**10,000**  
VISITORS  
from 247 countries

**230**  
DIGITAL EVENTS  
with total of 4,240  
minutes of content

## Visits to Titus virtual show floor

**1,000**  
WATCHED  
our livestreams  
(50% of all visitors)

**7,000**  
VISITS  
to Titus showroom



The product stages took place in a specially adapted space with cameraman, film director, sound master, lights and our product experts.

# Woodworking conventions are back - Closets Conference & Expo, Florida

**Monika Pertot**, Marketing

**N**early 80 companies were exhibiting hundreds of products at the Palm Beach County Convention Center at Wood Pro Expo Florida and Closets Expo.

Taking place between 8 to 10 June, the event marked the North American wood product industry's first in-person tradeshow in well over a year. This national event for closets, garage and organised storage professionals attracted more than 1,000 attendees from 41 states, plus Canada, Mexico and Jamaica.

**Mike Zary, Sales Manager for Connectors, USA** commented: *"This annual event, which featured a full-day conference and exposition dedicated to the kitchen and bathroom, as well as custom cabinet producers, recorded national reach and personal show atmosphere. We successfully presented our product novelties including our new Flush System 6 connectors for efficient closet assembly, the award-winning T-type new generation hinge and other closet accessories. Closets Expo floor is definitely the ideal place to see good customers and secure new business opportunities!"* •



# Titus makes selecting products easier

**Maruška Zwölf**, Marketing

**T**oday, we all use technology in every aspect of our lives. And this is no different for our customers when undertaking their business. Titus adapted to this successfully, resulting in Product Selector for concealed hinges.

Product Selector is an intuitive virtual tool with which the user can select the best product for a specific application. It is an easy to use and highly efficient tool that walks you through all important steps resulting in the desired hinge application such as:

- Interaxis
- Hinge Opening Angle
- Cranking
- Hinge Style
- Hinge Cup Type
- Base Plate Height
- Base Plate Type
- Base Plate Fixing
- Complementary Products

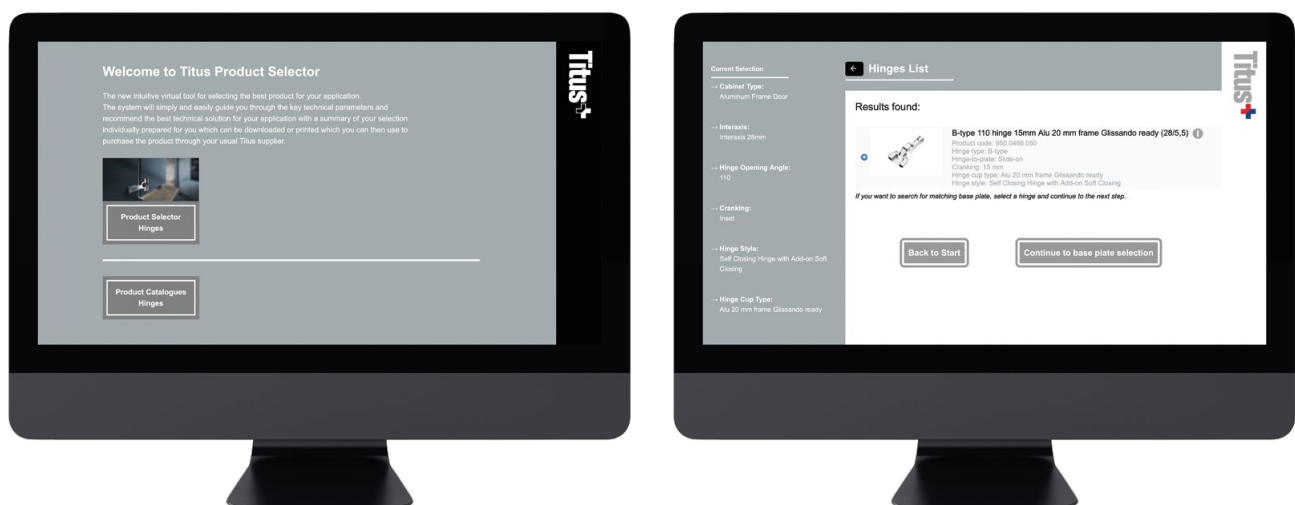
At each step, there are all available options to simplify and speed up selection. Once the product is identified, the user is presented with all product details together with a 2D and 3D drawing that they can use in their CAD design and manufacturing software.

In the final step, Complementary Products are available for chosen hinge, divided in four groups:

- Add-on Soft Closing
- PushOpen
- Cover Caps
- Angle Restrictor

Titus recognises the importance of customer requirements and continues to innovate and provide fit for purpose solutions as the Product Selector, which delivers accurate information quickly and efficiently for customer needs.

The application is available on Titus Group website – concealed hinges section. •





# Titus UK becomes Corporate sponsor of the BiKBBI

Efi Nikolaidou, Group Communications Coordinator

**We proudly announce that Titus UK was unveiled recently as the latest Corporate sponsor of The British Institute of Kitchen, Bedroom and Bathroom Installation (BiKBBI), as we continue to grow our reach into industry manufacturers.**

BiKBBI commented on their website, "Over the last 40 years, Titus has been active in multiple industries, including household appliances and furniture through the use of damping technology within their hardware solutions range. An international brand, Titus provides global solutions and embraces the versatility and know-how of its teams worldwide. Through innovative product design, Titus develops and manufactures precision components to improve the competitiveness of furniture and cabinetry.

**Phil Beddoe, General Manager at Titus UK,** commented on BiKBBI's announcement: *"At Titus, we put a lot of effort into monitoring developments in the cabinet furniture sector and we are delighted to be supporting the objectives of The BiKBBI. We look forward to leading positive change when it comes to quality products, services and best practice and we see installation as an integral part of such development."*



Our sponsorship of BiKBBI is incredibly exciting for Titus and Phil quoted: *"It's important that Titus UK is involved in and seen to be involved in Championing/being on the side of the installer/fitter (Howdens and Travis Perkins' mission is to make the installer/builder/fitters' life easier). There is a skill shortage of qualified and skilled kitchen fitters/installers in the UK, that can have a detrimental impact on the overall perceived quality of our customers' end product and indeed Titus' product due to poor installation. It's also important that we support the BiKBBI in trying to increase the qualified skill base and encourage apprenticeships with properly affiliated training courses."*

*Titus needs to embrace, listen and work with the installers for future product development opportunities and for vital product feedback. After all, our customers take their feedback extremely seriously when introducing or delisting kitchen fittings. For example, the T-type hinge; it is designed to be extremely user friendly, and we need to get that message across to the installers/fitters."*

**BiKBBI CEO, Damian Walters** commented: *"It's clear that industry manufacturers are connecting their product and the importance of installation. As I've always maintained, our industry can innovate, manufacture, distribute, design and sell beautiful product, but to coin a pun, installation is a critical component and I'm delighted that another well respected manufacturer understands the importance of what we do and is stepping up to support us too." •*



# Titus Welcomes ...

## Uroš Mihelčič

Marketing Manager



**We are pleased to announce that Uroš Mihelčič joined Titus Global Marketing as Marketing Manager.**

Uroš brings 15 years of professional experience working in Marketing and Strategic Development in Summit Motors, dealer for Ford, Jaguar and Land Rover in Slovenia. He started as product manager and trainer moving into managing brand strategy, product lines and marketing campaigns as Head of Marketing.

In the role of Head of Strategic Development, he was in charge for strategic planning and projects for business development, including CRM and marketing automation. After leaving Summit Motors, he lead digitalisation projects in the Chemical Industry.

On the basis of his knowledge and experience in strategic brand and product life-cycle management as well as digital marketing, Uroš will develop and manage global communication programmes and projects for digitalisation of customer journey in Titus.

## Igor Rupnik

General Manager - Titus Technologies



**We are pleased to announce that Igor Rupnik has joined our team as General Manager for Titus Technologies.**

Igor has 30 years experience in automation and the industrial technologies area. For the last five years, he was Director of Competence Centre Industrial Automation in the company Hidria d.o.o., where beside responsibility to develop and implement business strategy, he was also responsible for monitoring and introducing new technologies and finding and analysing problem situations providing solutions for ensuring the growth of the company.

Igor graduated with a Mechanical Engineering degree. With his technical knowledge and broad work experience, he will be able to implement the strategy and priorities for Titus Technologies, while his knowledge in automation and production will give him with a 360-degree view of the business and a focus on achieving challenging goals.

## Petar Orbančić

Chief Operations Officer Titus EU



**We are happy to announce that Petar Orbančić, will take over the responsibilities of Chief Operating Officer for Titus EU.**

Petar has more than 20 years management experience at Cimos and ITW Appliance Components in Slovenia. Since joining Titus as General Manager of Titus Technologies, and during a difficult time, he has successfully managed the business restructure, and with newly acquired projects on the market, has ensured stable operation of the company.

## Igor Hrvatin

Global Sourcing Manager



**We are pleased to announce that Igor Hrvatin, Chief Supply Chain Officer for Titus EU, has been appointed as Global Sourcing Manager.**

Igor's new role will be a continuation of his work already set in Titus EU, focusing on establishing a global sourcing function, long-term logistics and materials strategy and optimising global operations and logistics.

One of the key tasks will be the transfer of knowledge to employees, harmonising operational processes and logistics to efficiently share resources and apply best practices to provide a seamless service to the Group's Global customer base.

## Blaž Jasnič

Director of Strategic Projects



**We are happy to announce that Blaž Jasnič, Chief Operations Officer is taking on the new responsibilities of Director of Strategic Projects.**

Since 2018, he has been responsible for coordination of production, development, technology, quality maintenance, internal logistics and other areas important for the optimal implementation of operational processes.

His work will be focused on projects for Titus production expansion in Dekani and their implementation.

## Kristina Žakelj Petelin

Head of Sales Operations



**We are pleased to announce that in December 2020, sales management operations were taken over by our colleague Kristina Žakelj Petelin.**

Kristina has worked with Titus since 2006 and has demonstrated the knowledge and experience to achieve demanding goals. Besides her new role, Kristina also takes care of Titus customers in Russia and India, and offers support to our subsidiaries in China, Asia and Australia.



# Titus Welcomes ...

## Alan Hoskin

International Business Development  
Manager Europe



**We are pleased to announce that from the 1 March 2021 we have a new team member of the Titus EU Sales Division.**

Alan Hoskin has joined us as International Business Development Manager and will support Hardware sales in the Nordic Countries and some specific KAs in Europe.

Alan has worked for 14 years for Indaux, most recently as Senior Sales Executive and has wide experience in the furniture industry. His responsibility of Key Accounts supply management will be beneficial. Alan is multi-lingual, lives in San Sebastian and is looking forward to meeting his colleagues at the European Sales meeting in Dekani in July.

## Nataša Šuštaršič

Business Assistant to CEO Titus EU



**We are pleased to announce that Nataša Šuštaršič joined our team at the end of February 2021, replacing Alessia Centrih, who is on maternity leave.**

Nataša has a university degree in sociology and has eight years work experience as a business assistant. For the last two years she has been creating and selling orgonites as an independent entrepreneur. She also acquired her entrepreneurial knowledge, problem solving and creative search solutions in the Society of Ecologists without Borders in the project "Let's clean Slovenia in one day" and the Institute for Sustainable Park Istria.

## Adam Robinson

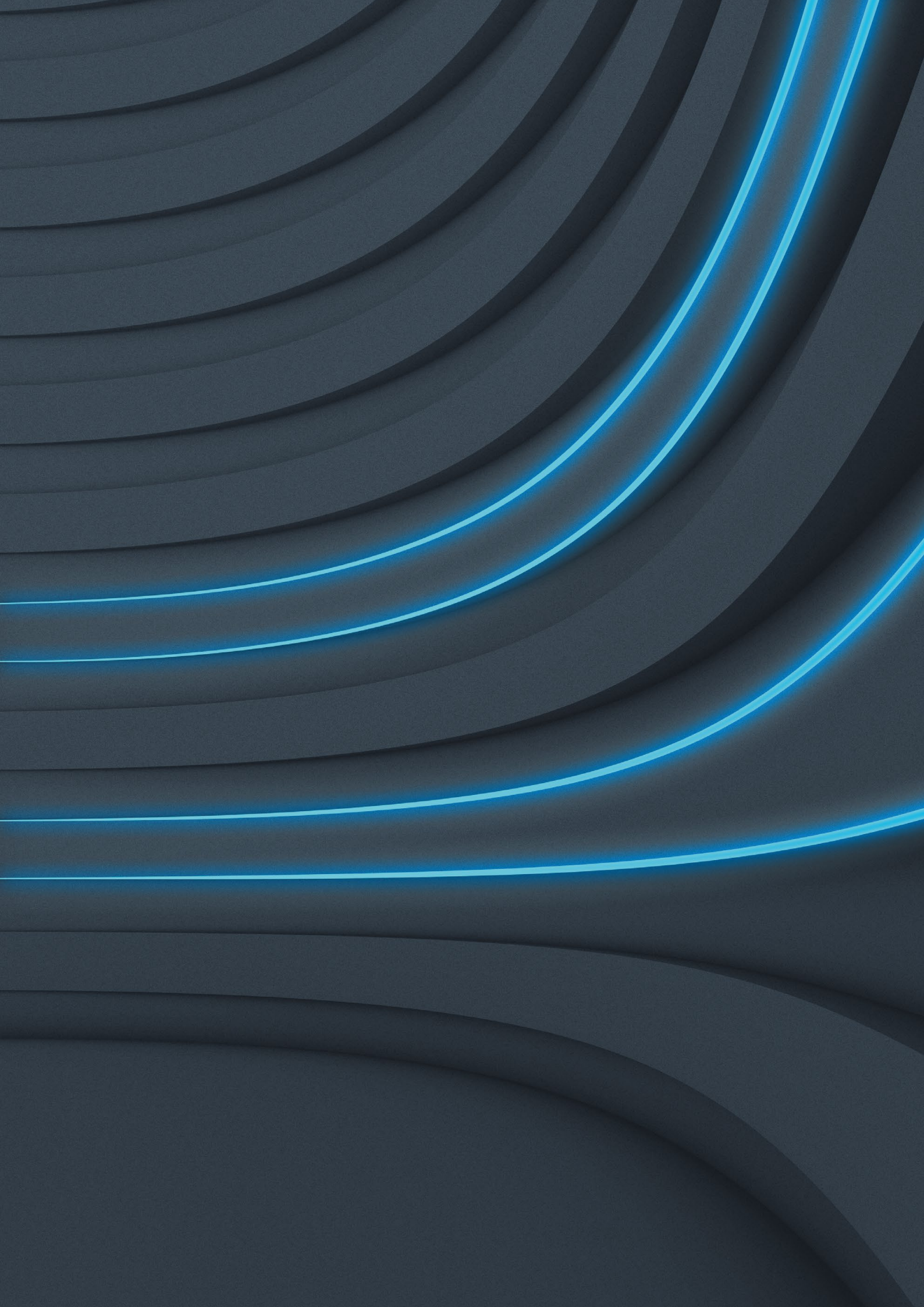
Head of Group Risk and Internal Audit



**We are pleased to announce that Adam Robinson has joined the Head Office team in London at Titus International Ltd as Head of Group Risk and Internal Audit.**

Adam has extensive experience working in multiple jurisdictions and industries around the world. At Titus, he will be creating an Internal Audit function for the Group with the objective of improving the way we function and control the business. Adam will be responsible for installing Risk Management disciplines as well as auditing our Group Management Systems worldwide, identifying issues and areas of non-compliance and recommending improvements.

Adam was born and grew up in Germany and on leaving school joined the Royal Air Force as an aircraft mechanic. He returned to fulltime education and completed his degree in Business before starting his career as an auditor and an internal audit and risk professional.





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If you have any suggestions or wishes, please  
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