

Titanium Industries, Inc.



Titanium Industries Adds Titanium Aerostrip to Their Product Arsenal and They Can Deliver!

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Titanium Industries, the largest manufacturing global titanium distributor has recently announced that it has added aerostrip to its diverse and now complete titanium distribution product line. And they can deliver! Since 1972 Titanium Industries has been supporting the titanium industrial, medical and aerospace communities with quality titanium products and value added services. With the addition of aérocoil to their product arsenal, Titanium Industries can now boast the world's most complete inventory of titanium mill products and services. These titanium products include, forged block, billet, bar, industrial sheet, aerospace sheet, aerostrip, industrial strip, industrial plate, aerospace plate, weld wire, fasteners, tube, fittings and pipe. Value added services such as conversion, heat treating, saw cutting, shearing, slitting, waterjet and torch cutting, welding Instruction and vendor managed inventory programs are also available. The company prides itself on premiere solutions such as tailored inventory management programs and JIT capabilities.



Aerocoil being received at Titanium Industries
Corporate Headquarters in Rockaway, NJ

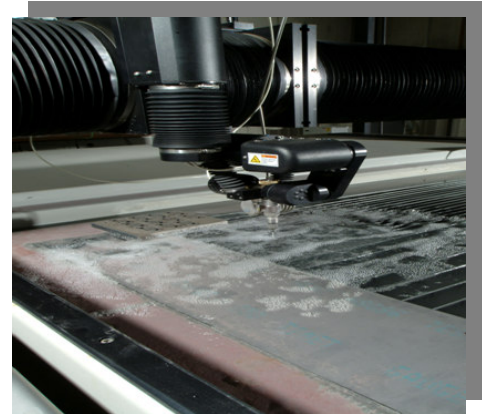
Titanium Industries' momentum to increase their value to the markets they service shows no signs of slowing. Growth and expansion have been an ongoing theme for Titanium Industries in recent years so the addition of aérocoil, also known as aerostrip, is in good company. The company began 2006 with adding additional service centers in Hillsboro, TX and Taipei, Taiwan. A sales office was shortly thereafter added in Bangalore India. To further support a variety of customer value added demand; Titanium Industries also acquired in-house water jet capabilities at multiple locations in 2007 and various other pieces of value Added equipment coast to coast. They also created a new division called HPM, High Performance Metal, in response to market demand.

Titanium Industries has done such a good job of branding themselves as a titanium mill product supplier that it was strategically necessary to create a separate division to support their entry into non titanium products. The High Performance Metal division of Titanium Industries is currently focused solely on the supply and promotion of seven different non-titanium materials. These include nickel grades 718, 625, K500; Stainless steel grades 15-5, 13-8, 316 LVM and cobalt-chrome-molybdenum materials. This separate division allows for new branding opportunities while capitalizing on the strength of the Titanium Industries successful business model. That business model is one of minimizing cost while adding value.

Jim Paddock, Titanium Industries CEO, created an organization based on supporting the value added needs of the titanium customer base. The titanium marketplace, which up until recent years was tied largely to the cyclical nature of the aerospace industry, presented real challenges for all participants with respect to inventory and process management. Titanium Industries offered the titanium consumer

opportunities and alternatives to reduce costs in many areas related to the true cost of possession of such inventories. They further expanded on this value based premise by leveraging their vendor relationships for further turnkey solutions. Providing solutions to satisfy the stated needs of the customer base has led to a service anticipatory posture and culture that truly was for and about the consumer it was intended to support.

This solution styled approach persists at Titanium Industries today and the leaders continue to listen attentively to the demands of their consumers and markets. Brett Paddock, Titanium Industries President and COO is intent on having a customer centric organization that is focused on delivering a quality product and service that exceeds expectations. The titanium marketplace has had to adapt to the unique challenges of the various markets it supports. In response to this evolving environment the consumers' expectations and requirements are also dynamic. Titanium Industries remains flexible to adapt to these needs of the markets in the services and products they provide. This is illustrated in the changes that have taken place at Titanium Industries in recent years and the reputation their service oriented culture has earned. Peter Boucher at 3V Precision Machining, Inc. continues to choose Titanium Industries to support their important aerospace and medical end use business for this very reason. Titanium Industries delivers on the value added raw material titanium and nickel requirements in a just in time basis to 3V Precision Machining, Inc. Positioning itself capable to offer similar solutions to the titanium aerostrip community, Titanium Industries has made a considerable inventory investment and commitment to support this marketplace moving into 2008 and beyond.



Titanium plate material being waterjet cut on one of Titanium Industries in-house waterjet precision machining centers

"Titanium aerocoil completes our titanium product offering," comments Jeff Wise, Titanium Industries Vice President of Sales. This was really the next logical action to support the aerospace community. The aerostrip industry is a niche marketplace with only a handful of producers and a limited distribution network. No other titanium material distributor has the capabilities, quality culture, global presence and stellar reputation that Titanium Industry has earned. Their customer base enjoys the value based options that it can provide and they are looking forward to seeing those same solutions from them on aerostrip product.

Specifically on aerostrip product, value added services such as PVC coating, waterjet cutting, shearing and slitting are a few of the requirements their customers request. The experienced personnel at Titanium Industries combined with the key relationships developed over the years with their suppliers and vendors put them in a unique position to deliver these value added services for a competitive price. Titanium Industries customers get to put their energy and resources in focusing on maximizing their core business instead of worrying about allocating titanium goods and services within mill lead-times and required product minimums. This is especially true in the titanium aerostrip product line where mill minimums can be the product of a heat or other required amount. The Titanium Industries aerostrip consumer can improve their capital utilization by only purchasing the few sheets at a time that they need to make their parts, such as brackets for commercial aerospace end use. Titanium Industries is there to deliver and can nest waterjet cut shapes from a full size sheet so it can proceed to the customers' first operation. For more information on how Titanium Industries can add value to your organization through the supply of titanium products and services, please contact them at www.titanium.com or at www.highperformancemetal.com for High Performance Metal inquiries. To learn more about 3V Precision Machining Inc, their company website address is www.3vpm.com.