



TTI, Inc. – Never Short on Solutions

## **Honeywell names TTI Europe as Broad Market Distributor of the Year**

*Three- way partnership between customer, manufacturer and distributor leads to long term business success*

April 2016: TTI, Inc.,- Europe a world leading specialist distributor of electronic components, has been named as Honeywell's Broad Market Distributor of the Year. The award recognises two major achievements: annual sales growth and long-term demand creation project wins which will sustain growth for several years.

Commented Steve Kenny, Honeywell's Embedded Products Sales Leader, Europe: "TTI has demonstrated its strength in supply chain with its broad inventory and has achieved considerable sales growth in 2015. TTI has also provided an excellent design-in service to engineers, supporting them as they look to incorporate Honeywell's latest sensing and switching technologies into the next generation of appliances."

For TTI, Senior Corporate Product Manager, Oliver Hohmann replied: "We are honoured to receive this award. We are building a wide portfolio of sensor solutions, and Honeywell's innovative and extensive product range has been welcomed by our customer base." Added Ros Kruger, Director, Supplier Marketing Europe - Sensors and Power, TTI.: "We have built a strong business development team to support demand creation for sensor franchises such as Honeywell. Customers require levels of technical support that can be hard to find, however, our approach is to develop three-way partnerships between customer, manufacturer and distributor so that we can deliver the service that customers need. It is very rewarding to receive this recognition from Honeywell and to know that our method is working!"

### **About TTI, Inc.**

TTI, Inc., a Berkshire Hathaway company, is one of the world's leading specialist distributors of passive, connector, electromechanical, discrete, power and sensor components. TTI's

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philosophy is "Lead by Design", and the company differentiates itself by focusing on people, parts and process. TTI in Europe strives to be the distributor of choice for customers and suppliers alike by introducing new product technologies and by stocking broad and deep inventory across its franchise base. TTI's sophisticated inventory management system ensures the ability to service changes in demand due to fluctuating markets and supply chains. For more information about TTI, please visit [www.ttieurope.com](http://www.ttieurope.com).

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