



TTI, Inc. – Never Short on Solutions

TTI adds Norbert Piefer as Marketing Director Industrial in Europe

*New post created to support important market sector and new agreement
with TE Connectivity*

April 2014 – TTI, Inc., the world's leading specialist distributor of passive, connector, electromechanical and discrete components, has appointed industry veteran Norbert Piefer as Marketing Director Industrial in Europe. Piefer's previous roles – most recently at TE Connectivity and before that with Hirschmann and Siemens – ideally suit him to this new position role at TTI.

Piefer will focus on developing strategic multi-vendor programs with key customers in different sub-segments in this important market sector. TE is a significant industrial franchise – especially following the strategic partnership with that company's industrial business unit. Other important industrial lines held by TTI include Molex, Honeywell and Omron, as well as the wide passives and discrete portfolio from franchises such as Vishay, Murata, AVX and Panasonic.

Explains Piefer: "This is an exciting challenge for me. TTI is ideally suited to develop business with Europe's industrial machine builders. Our internal organisation is strategically set up to address the industrial sector, specifically manufacturing machinery of all sorts, and we have dedicated field technical support teams that can help design-in components such as TE's heavy duty HTS and Mini I/O connector series. Plus, of course, TTI is famous for its commitment to broad and deep inventory levels and supply chain excellence programs which are very beneficial for customers of the typical size and culture of the industrial sector."

Added Geoff Breed, Vice President Marketing, TTI, Inc. Europe: "Norbert is an excellent addition to our team. We worked successfully with him in his previous position at TE, and he was part of the joint TE/TTI team which achieved TE's 'Outstanding Performance' award for four consecutive years, so customers can be assured of exceptional service levels across our entire portfolio of industrial components."

European Headquarters Operations

TTI, Inc., Ganghoferstr. 34, 82216 Maisach-Gernlinden, Germany, T: +49 8142 6680 - 0, F: +49 8142 6680 - 490

E: sales@de.ttiinc.com, W: www.ttieurope.com

Dresdner Bank München (BLZ 700 800 00) Konto 358 093 300, BIC DRESDEFF700, IBAN DE65700800000358093300
HRB München 170722 – Ständiger Vertreter der Niederlassung: Klaus Widmann



TTI, Inc. – Never Short on Solutions

About TTI, Inc.

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

For more information, please visit our Media Centre at:
http://www.ttieurope.com/MediaCenter/mc_about.aspx

For further information contact:

TTI, Inc.

Tel: +49 8142 6680 - 0

sales@de.ttiinc.com

For Press Information contact:

TTI, Inc.

Jessica Ann Garry

Marketing Communications Manager – Europe

T: +49 8142 6680 - 473

F: +49 8142 6680 - 9473

E-mail: Jessica-ann.garry@de.ttiinc.com

or

Nick Foot

PR Director, BWW Communications

Tel: +44 1491 636393

Fax: +44 1491 636383

Email: nick.foot@bwwcomms.com

European Headquarters Operations

TTI, Inc., Ganghoferstr. 34, 82216 Maisach-Gernlinden, Germany, T: +49 8142 6680 - 0, F: +49 8142 6680 - 490

E: sales@de.ttiinc.com, W: www.ttieurope.com

Dresdner Bank München (BLZ 700 800 00) Konto 358 093 300, BIC DRESDEFF700, IBAN DE65700800000358093300
HRB München 170722 – Ständiger Vertreter der Niederlassung: Klaus Widmann