

## Consumer Event 2016



### ALEX'S CORNER



Welcome to the 2016 half year edition of TTI Times. In the first 6 months of 2016 the Power Equipment Division continued its strong momentum with our branded business delivering mid-teens growth.

Both Milwaukee and Ryobi Power Tools delivered market leading growth in excess of 20%. We are yet to receive market data for the full first half but I'm certain these levels of growth will allow us once again to make significant market share gains. Total EMEA sales in local currency were up double digit in the period.

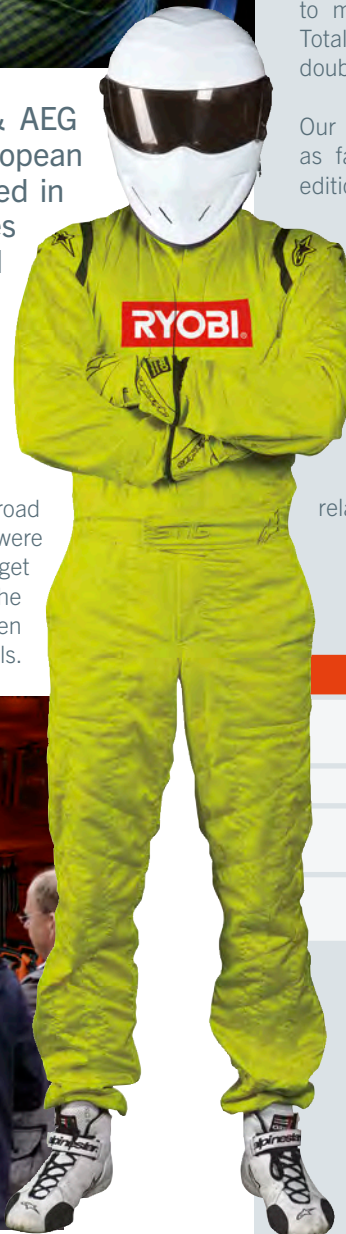
Our sales continue to expand at a pace as fast as the growth of the TTI times editions... This particular edition delivers a record 21 pages of content which is a testament to the high level of sales & marketing activity we have in the markets, which continues to drive our success.

I would like to take this opportunity to thank you for your contribution to another great quarter and half year and wish you and your families a relaxing summer holiday.

May saw a change in pace for the annual Ryobi & AEG conference, taking a more intimate approach at our European Training Centre in Marlow. With a smaller setting tied in with an exhilarating driving experience at Mercedes Benz World, the event allowed for a more personalised experience for our customers. Whilst still having the same TTI standard of presentations and product demonstrations to really blow them away with what the brands have planned for 2017.

The customers started their experience at the impressive Mercedes Benz World - a first for Ryobi and AEG. The customers had a brand presentation by Jason Chiswell showcasing the success of the brands in 2016 and what to expect for 2017. The presentation was followed with a driving experience allowing customers to have some fun trying some of

the Mercedes vehicles both on the racing track and also in an off road experience. Customers were then taken to Marlow to get hands on with both the Ryobi power tools, garden tools and AEG power tools.



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For Ryobi this was an opportunity to showcase new products across both power and outdoor tools. Outdoor products were demonstrated within an idyllic setting at the Crowne Plaza, Marlow. The experience was split into two areas, first the innovation zone, with a presentation by Klaus Hahn followed by a chance for customers to explore the

new innovations for 2017 with intimate presentations lead by the product managers.

The customers were then taken onto the lawn for hands on demonstrations allowing customers to really get to grips with our new products and test them versus competition.





“This event really utilised the whole TTI consumer team, training facility, and gave our customers a unique event coupled with a high octane driving event at the innovative Mercedes driving world on the outskirts of London. The priority after the driving event was to get our customers to the TTI HQ here in Marlow and take them on an in-depth review of our new product road strategy for AEG, Ryobi Tools and Outdoor products. Reaction across the groups was extremely positive as this event felt more intimate but equally impactful.... looking forward we are already planning future consumer events at our European HQ for consumer training for 2017”.

Jason Chiswell- VP Marketing and Key Accounts



The Marlow Training Centre was transformed into a ONE+ zone for Ryobi power tools. With a decking and shed area built inside for the ultimate hands on experience, allowing customers to try our products in true applications. Dedicated technology areas allowed the team to present our new batteries and innovations for 2017 and how these are best in class. A separate “ONE+ expansion” room gave customers the opportunity to see how we’ve expanded the ONE+ range to over 50 tools for a wider variety of applications.

Stepping outside the training centre, it was hard to miss the double story AEG containers, impressively showcasing the full range of AEG product. Lead by Christophe Von Vopelius, the AEG products were put to the test with some high impact demos showing the true power delivered with AEG tools. The new Brushless Nail Guns were the star of the show demonstrating the true versatility and power of the Pro 18V range.

This was the first event of this kind at our Marlow Training Centre and it stood up to the challenge, giving the Ryobi and AEG teams a chance to get our customers close to our products and innovations but also to further strengthen relationships with customers going forward.

**Jessica Dewsbury**  
Trade Marketing Manager, EMEA





# AEG Blitz

Following on from the success of the Milwaukee Blitz, the French AEG team have hit the road, focusing on agricultural distribution and getting the AEG brand and tools out there.

The last event took place at a brand new customer to AEG. The petrol strike at the time was no barrier for the French team with the team of 4, selling out 12,500 € over 3 days. This is not only about the sales on the day, the contacts made at these events will prove invaluable for ongoing relations and sales in the future.



This is not the first success of this kind from the French team and it's something they'll carry on rolling out in the future.

This is a great way to broadcast the brand image, with powerful and durable professional products, and will help to raise the positioning of the brand.

**Maxime Rondepierre**  
AEG Product Manager, France



# Hands on and Hotdogs!



In May a member of the Nordic sales team, Christoffer Söderlund, took the great initiative to invite 28 employees from his Bauhaus stores in Stockholm to his home to try our Ryobi garden products and have a barbeque.

Christoffer truly went above and beyond; the Bauhaus employees were so impressed with the tools and had such a great time they didn't want to leave!

**Fredrik Backert**  
Trade Marketing Manager, Nordics



## Milwaukee Scores a Hat Trick

From the middle of May, for the first time in company history, Milwaukee cooperated with the biggest Czech and Slovak football magazine, Hat Trick. From May to July football fans had a chance to win essential football accessories from the special Milwaukee edition of Hat Trick, just in time for the hottest European football period.

Pioneer cooperation between Hat Trick football magazine and Milwaukee were divided into two phases. In May editions both partners prepared competitions. Readers had a chance to win the special edition of the national Czech and Slovak team T-shirts and balls with Milwaukee logo.

During the hottest period before Euro 2016, Milwaukee and Hat Trick prepared the special edition of the magazine. The special edition Milwaukee Hat Trick was available for free for everyone who

purchased Milwaukee accessories (minimum value of the order 50 €).

During the collaboration football fans had a chance to learn from Hat Trick about the history of Milwaukee brand, its technological innovations and explore the breadth of the Milwaukee Powertool range.

**Magdalena Chrapek**  
Milwaukee Marketing Manager, CEE





# Milwaukee Abu Dhabi Blitz

Being the undisputed versatile Industrial brand, in May we chose to stage the Milwaukee Blitz event in the most industrial area of Abu Dhabi. The core reason of the event was to exhibit the brand's calibre and grow its popularity by leaps and bounds.

The Abu Dhabi Blitz was conducted from 29th May - 2nd June 2016. The MEA JSS Team led the show working with the dealer sales teams and over 85 customers during this period. The focus during these visits was the Fuel Magnetic Drills, Fuel SDS Plus Hammers and One Key Tools. They also conducted 3 safety trainings for the existing Milwaukee customers to strengthen the relationship and to incorporate One Key tools with them.



The Blitz finished with Milwaukee show days where 102 customers visited Das International to see the new HDC in Abu Dhabi. The two days were packed with challenging demonstrations with active participation of customers who tried and agreed the technological edge of the Milwaukee Brand. In total there were 4 stations, emphasise was given to the One Key station with all the key features and benefits explained in full.



The Milwaukee MEA Blitz created a prospective business of over \$0.5 Million in the next 3-4 months. To start with, we have already received an inquiry close to \$200,000 on buy back offers. Indeed it was a good show for Milwaukee and Das International and we expect many more to come.

**Sandeep Murthy**  
Marketing Manager, MEA



# ONE KEY Launches in Slovenia



On 1st April the CEE team launched ONE KEY in Slovenia with an impressive set up at a trade fair, with over 1,500 people participating from over 60 companies, this was a great platform to launch this exciting new innovation. The final results were impressive, with over 25,000€ sales in 3 days.

**Magdalena Chrapek**  
Regional Marketing Manager, CEE



# Blackmax Launch

The TTI Outdoor brand Blackmax was launched in May to the key business partners in MEA region. The new Blackmax range consists of a range of innovative petrol portable generators and chainsaws-ideal for the MEA market.

The event gave us another opportunity to blend and bond with our customers during the auspicious month in the region and we extended our warm welcome to them.



Every move was planned to execute it in perfection. The product managers from the central team came early to check and ensure the product samples were in perfect condition for display and demonstration on the day of launch. They also trained marketing and sales team here.

The launch event was split into 2 days during which we hosted 30 customers. The evening presentation was started by Pierre, GM Middle East and later followed by the product team. The second day followed with some compelling product demonstrations really proving the power of Blackmax products.

After the presentation and product demonstrations the customers exuberated confidence in the Blackmax brand.



We have received orders for 12,000 pieces and \$700,000 worth of sales for the range launched.

**Sandeep Murthy**  
Marketing Manager, MEA



# Moldovan Event

On 28th May 2016, TTI Russia took part in a big event of the new partner in Chisinau, Moldova – S.C. “Nelimot-com S.R.L.” (NANU Market)

TTi and in particular the AEG Brand became partners with S.C “Nelimot-com S.R.L.” in April, 2015. Since then sales have soared to over 120,000 €.

The reason for this event was the grand opening of the company’s DIY chain launching 10 stores across Moldova called NANU Market.

The event was an open-air exhibition including brand and product presentations, master classes, competitions, and an evening show.

Suppliers from Russia, Ukraine, Romania, Poland, Italy, Germany, Turkey, China have

become the guests of this event as well as more than 1,000 customers from NANU Market customers’ network.

During the event, S.C. “Nelimot-com S.R.L.” made a presentation about AEG brand, its new products and existing systems; and held several master classes on AEG.

In terms of the new chain opening in Moldova, TTI Russia is expecting a positive cooperation with S.C. “Nelimot-com S.R.L.” (NANU Market).

**Ruslan Lazor**  
General Director, CIS



# Milwaukee wins PLUX X-Award

M18 FID Impact Wrench wins the worlds most prestigious Award for Innovations and is priced as "best product of the year"

Our Milwaukee Impact Wrench M18 FID-502X has been certified with the PLUS X Award 2016 which is the most important and desired award for a product and is dedicated only to very innovative and future proofed products in the areas of technology, sport and lifestyle. The PLUS X Award is a quality seal which is highly accepted as a recommendation to buy a product. The M18 FID was selected by the international jury for its high quality, design and functionality!

**Gabriele Heinze**  
Marketing Manager Tools, GALP

# Open day in Konmet

On 20th of May in Jelenia Gora the first Open Day of the year was held among Polish Heavy Duty Centers. This event took place in the new HDC Konmet which opened in 2016.

The event attracted a lot of interest with over 200 people visiting the Heavy Duty Centre in just one day! There was a lot of interaction between the end users and Milwaukee with many sales taking place as well as engaging demonstrations.

**Piotr Kuciapski**  
Marketing Assistant, Poland





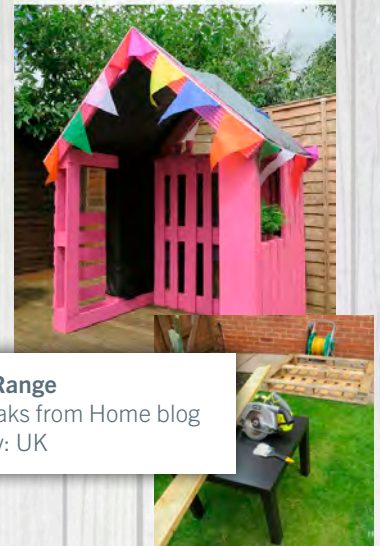
# Ryobi Reviews!

With the growth of the Ryobi brand across the regions we are seeing a huge increase of Ryobi product reviews and awards featuring in the press and online.

Here's some of the latest clippings, don't forget if you see any TTI products featured in articles- send them in to your local marketing departments. Click on the online articles on this page to read more!

**Jessica Dewsbury**  
Trade Marketing Manager, EMEA

Pallet Playhouse



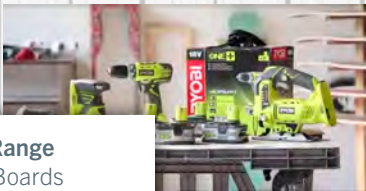
**ONE+ Range**  
ET Speaks from Home blog  
Country: UK



**New 36V Brushless Chainsaw**  
Koneviesti Magazine 16.6  
Country: Finland  
Rideship:



**New 18V Mower**  
Selber Machen  
[Consumer DIY Magazine]  
Country: Germany



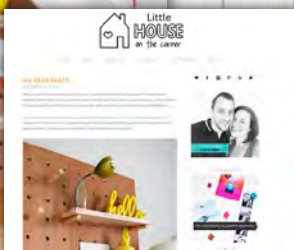
**ONE+ Range**  
Crown Boards  
Country: Belgium



**Hybrid Mower**  
Focus Magazine  
Country: Germany



**ONE+ Range**  
Little House On The Corner  
Country: UK



**18V Extended Reach Hedge Trimmer**  
Garden, Tea Cakes and Me  
Country: UK

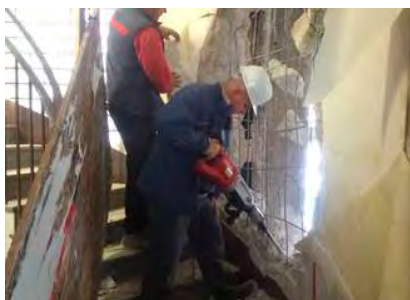


# Italian JSS Played Their Match



The Stadio Giuseppe Meazza, commonly known as San Siro, is a football stadium in the San Siro district of Milan, Italy, which is the home of A.C. Milan and Inter Milan. It has an all-seated capacity of 80,018, making it one of the largest stadium in Europe, and the largest in Italy.

In anticipation of the 2016 UEFA Champions league final, renovations were planned, involving more than 35 Italian contractors and companies in different fields. The Italian JSS team saw this as a great opportunity to arrange an event at this location.



Agreements were made with the management of the stadium allowing the JSS team to invite all job site heads to a “working lunch”. With a dedicated training and demo area set up with Milwaukee vans, the team were allowed to use the workers lunch breaks to demonstrate Milwaukee tools and how they can benefit them on the job site.

This event was a great success with a dedicated time for class leading demonstrations and sales with over 30 users in attendance resulting in over 10,000 € product sold in just 2 hours!

**Luca Colombi**  
JSS Manager, Italy

# Bauhaus Gets a Face Lift

The Nordic team have given Bauhaus a facelift with an impressive banner demonstrating the ONE+ range and Ryobi's Intelli Cell battery communications. With a brand presence like this there's no missing Ryobi in Bäckebo!

**Fredrik Backert**  
Trade Marketing Manager, Nordics



# Euro 2016 Goes Red!

In the spirit of Euro 2016 the Benelux Milwaukee team set up at the fan zone in Belgium.

With a huge crowd of over 15,000 people in attendance and prime position next to the big screen, this was the perfect time to raise brand awareness and getting the people of Belgium involved with Milwaukee.

The atmosphere was electric and with the dome and inflatable goals there was some great engagement with the brand.

**Mathias Mettepenningen**  
Marketing Manager Professional, Benelux







# Ryobi Class of 2016!

On June 7th & 8th the school of Ryobi opened for it's annual European training event! With over 27 new starters and TTi employees coming from across Europe, the European Product Management Team put on a great training event teaching practical knowledge of our tools.

The Marlow Training Centre was turned into a pit stop with team competing to build the best go-kart whilst getting invaluable experience using a variety of tools. The next day the trainees learned all about garden tools from the batteries to the motors. The English weather was kind to us allowing a hands-on session in the afternoon giving the trainees

a chance put their practical knowledge to the test. This is a great initiative to make sure the whole company has the vital knowledge of our products and we look forward to more events like this going forward.

*Ryobi EMEA Product Management Team*



## Success for the French JSS

A new customer has come on board following a great success by the French JSS Team.

With a fleet of over 85 GoCel employees now using M18 tools, this is a huge win for the French JSS team and will prove a great relationship going forward.

Swapping from Hilti to Milwaukee SAS GoCel, a heating and ventilation company in France, signed a Milwaukee Platinum contact in June worth over 100,000 €!

**Richard Loudin**  
*Marketing Director PRO, France*





# Mannheimer Maimarkt Consumer Fair

11 days, 1,400 exhibitors, 20,000 products, 350,000 visitors: The “Mannheimer Maimarkt”, Germany’s largest regional trade fair, is a fantastic place to get in touch with our consumers.

Together with Bauhaus we set up an impressive branded area with Ryobi power tools, outdoor tools and AEG powertools. The users had the chance to get in touch with our brands and products. It was a successful fair and AEG & Ryobi has proven yet again to be an excellent partner and supplier in the DIY industry.

**Sina Jansen**

*Product Marketing Manager Ryobi Power Tools, GALP*



## RYOBI Experiential Training Leroy Merlin Caponago



On the 8th of May, an exciting Ryobi experiential training event was offered to a group of 15 Leroy Merlin’s Inside Sales Representatives to improve sales and customer support effectiveness.

Shop personnel not only acquired know-how and competence to share at their home store but they also had fun in the meantime!

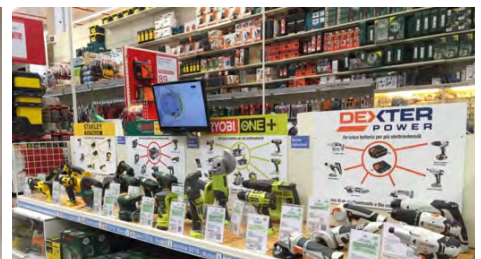
During the training, Inside Sales Representatives and Shop Managers under the expert and careful guidance of Ryobi team members Francesco and Giacomo, successfully built a 3 floor wood flower cart with selected Ryobi ONE+ powertools.

Francesco and Giacomo showed the trainees a finished sample, and they explained the process step by step. Afterwards, they lead the Leroy Merlin team through the real building of a new flower cart.

The result was that shop personnel were familiarised with ONE+ range and personally discovered the tools benefits during a fun hands-on session. Everyone enjoyed the live experience and the “WOW-effect” of Ryobi tools.

Our aim was to strengthen the brand awareness but above all to promote a new experiential selling technique closest to the end-user.

We wanted Leroy Merlin’s personnel to try the products, see with their eyes the benefits and to be emotionally engaged. Thanks to this experience they acquired a



more meaningful and lasting knowledge that they’ll share with end users.

Our focus is also to continuously reinforce the ONE+ message.

We are receiving excellent feedback from both management and store staff, the Leroy Merlin team has a better understanding of the 18V platform systems and Ryobi tools now.

This improved knowledge will also benefit the installation of new platform shelf with a ONE+ dedicated section installed in every Leroy Merlin. The purpose is to educate users in the benefits of cordless tools and platforms, to engage them in the system and to support the shift to the “modern” DIYer.

**Gaia Cantu**

*Consumer Marketing Manager, Italy*



# RYOBI AT LEROY MERLIN'S POWER TOOLS NATIONAL FAIR

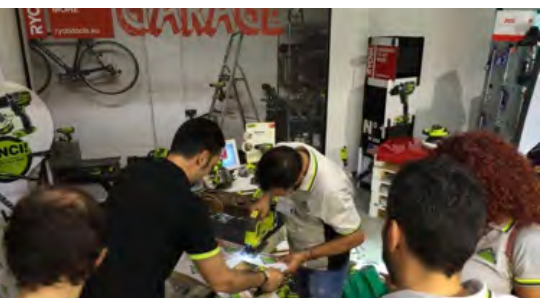


After the Ryobi Experiential Training in May, the Italian team had another interesting experience with Leroy Merlin's Inside Sales Representatives.

On the 22nd and 23rd of June, we took part in the Leroy Merlin's Power Tools National fair in Marghera, Venice.

The fair was an occasion for those who work in the DIY industry to share their expertise and to open a discussion about the recent growth of this market and all the new scenarios.

This was also a significant opportunity for us to show, once again, the ONE+ range and to get direct and immediate feedback about our products.



Our aim was to let every Leroy Merlin's Inside Sales Representatives experience and see how the ONE+ range could be useful in a lot of common real life situations, that's why we chose a creative approach to engage and involve them even more!

The stand was designed to imitate a small garage, we organized a circuit with several "hands-on" activities with different Ryobi powertools.

Leroy Merlin's Inside Sales Representatives were divided in teams, accordingly to the store they worked for. We gave a ONE+ battery to each team, they had to use it with the 18V powertools along the circuit to complete every session. We decided to do this to emphasize the One Battery Fits All message.

Each team could: loosen or tighten wheel lug nuts with the 18V Cordless 3-Speed Impact Wrench, buff and polish a car hood with the 18V Cordless Buffer, inflate and deflate bike

tyres and last but not least feel the power of our Brushless Drill Driver by drilling holes with auger bits in pinewood.

Once completed these activities, every team used the jigsaw to obtain a personalized plate, each one with the name of a different Leroy Merlin store on it. Then they used our 18V Nailer to nail the plate on a wood panel.

The Leroy Merlin team were curious, they asked a lot of questions, had fun and most importantly they were really impressed by our ONE+ range because they saw it in a different light! This is the sort of experience that they can share with customers raising our brand reputation.



**Gaia Cantu**  
Consumer Marketing Manager,  
Italy

## A 'Giant' Leap for Ryobi

This quarter the new Ryobi Win a Bike campaign has been hitting stores across our Nordic, Italian and German regions. With a powerful in store display this competition has given the ammunition for the brand to gain valuable space at the forefront of stores, increasing the awareness of Ryobi and ONE+.



With real estate in stores being at a premium in Nordics the Ryobi Bike boxes gives ONE+ key visibility in over 140 Bauhaus stores, removing competitors such as Bosch to make way for Ryobi!

For Germany this has given them an opportunity to sell in a "Power Weekend" package in over 42 Toom Stores, encouraging an increased sell in and some great noise around Ryobi as a brand.



In Italy the bike campaign focuses around increasing sell out in stores, as well as allowing data capture online.

We hope to see a great success from this campaign and aim to run further campaigns at a more pan European level in the future.

**Jessica Dewsbury**  
Trade Marketing Manager, EMEA





# Milwaukee Accelerate Accessories

Starting in July 2016 the French team have gained a prestigious accessory listing in Point. P.

With a wide range of accessories listed including, MX4, MS2, SDS Max, Shockwave and Hole Dozer across 3 types of implementations, this is a huge opportunity to raise the awareness of Milwaukee Accessories in France. This sizable listing has the potential to deliver over 200,000 € just in 2016!

**Richard Loudin**  
Marketing Director PRO, France



## Tested and Approved!

In April 2016 the French Team launched the well-known “Retire Your Tool Campaign” which has already proven a success in the UK.

During the campaign, Milwaukee allowed tradesmen not familiar to the brand to swap their beloved old tools with a new Milwaukee 18V Fuel Drill Driver for 2 weeks. The tradesmen were able to discover and compare the performance with their old tool. At the end of the trial period the Milwaukee team asked the tradesmen whether they wish to get their old tool back or join the Milwaukee Fuel revolution. Not surprisingly the answer was always Milwaukee all the way!

The aim of the campaign is to increase the brand awareness of Milwaukee in France as well as increase the end user database. At the same time the campaign allows the team to collect testimonials of how impressed end users are versus their old tool and transform them into true ambassadors of the Milwaukee brand.

Discover the tradesmen testimonials here: <http://fr.milwaukeeetool.eu/testee-et-approuvee/>

**Richard Loudin**  
Marketing Director PRO, France



A great first half to the year has seen 870,355 visitors to the Ryobi site across Europe which is a 28.71% increase for the same period in 2015.

Key drivers in the growth have been SEO improvements through metadata and alt tags, regular marketing emails in key regions and online campaigns such as the WIN a bike campaign currently running on Italy, Nordics and Germany.

Q1 + Q2		
2014	2015	2016
425,650	676,234	870,355

**870,355**  
views on  
YouTube Q2 2016  
YTD

We have made a lot of improvements to the site this year and there will be plenty more to come in 2016. A key success has been the improvements in the speed of the website which was a key focus throughout Q1 & Q2.

The second half of the year is set to be better than the first with a key focus on driving our video assets on YouTube and a festive online campaign.

**28.7%**

**increase views for Q2 2016 YTD**

**Joe Wicks**  
Consumer Web Development  
Manager, EMEA



Milwaukee digital has had a strong start to first half of 2016, just short of a million visits, finishing almost 43% up from 2015 YTD. There were some excellent results in June for Denmark and Norway, increasing their traffic to 180% for the month and Russia following closely with 138%.

**JUST SHORT OF A MILLION VISITS IN FIRST HALF 977,645**

We have recently started a YouTube campaign on our Fuel 2 video which has had an additional 60,000 views since last month. The campaign will continue to run through July and we can expect the views to reach just short of half a million.

Looking forward to more great results in Q3 with the launch of a new campaign.

**David Hawkins**  
Professional Web Development  
Manager, EMEA

**Norway and Denmark increased web traffic to 180% in June**

D I G I T A L

D I G I T A L



# Milwaukee Innovation Tour 2016



This year TTI Central Europe decided to run a special Milwaukee Innovation Tour covering the countries Austria, Belgium, Germany, Netherlands and Switzerland.

Our goal was to demonstrate to end-users the entire Milwaukee range with different hands on stations and lots of information around the brand. On around 1500 square feet we had the Big Red, Red Devil, Ford Rangers, Demo-Vans, Bikes, Domes and Tents to show all our fantastic products and innovations, like ONE KEY or the new

M18 SDS max hammer. For the fun part, we provided an inflatable football goal and at certain locations the Milwaukee driving experience or cart racing has been part of the customer entertainment.

Our event circus stopped in Puurs (B), Utrecht (NL), Berlin, Hamburg, Frankfurt,

Würzburg, Augsburg (DE), Bern (CH), Vienna and Salzburg (A).

**Gabriele Heinze**  
Marketing Manager GALP  
and

**Mathias Mettepenningen**  
Marketing Manager Professional, Benelux



Inflatable Goal



Salzburg Team



ONE KEY Hot Spot



## Innovation Tour Germany, Switzerland and Austria

The success was enormous: in GALP we had over 1,000 people visiting the events.

Next to hundreds of end-users who have been invited together with our traditional trade dealers nearby the locations, also potential new dealers used the opportunity to get in touch with the Milwaukee brand and the new products.

All locations were shown on our website but also on the intranet of the buying groups E/D/E and Nordwest. At seven hands on stations the visitors could test our tools and got lots of information about the products and our battery platforms. Each of them got a score card which was needed to be stamped on each hands on station to take part at the daily lottery.

This ensured that everybody got the complete overview of the Milwaukee program. Quite impressive: the average stay of the customers was about 3 ½ hours!

Our dealers enjoyed the tour a lot as they got a lot of orders from their end-users –also thanks to special campaigns only available on the event day. In total we received more than € 450 on orders during the invent in GALP only.

**Linda Stoschek**  
Junior Marketing Manager, GALP



# Innovation Tour Benelux



Milwaukee Benelux launched the Innovation tour in May. An exciting new event bringing endusers and dealers to a central location in Belgium as well as in Holland.

This new concept proved successful as we had 747 participants across 6 evenings. This is the largest number of visitors to a Milwaukee event held in Benelux EVER!

The Milwaukee village was established, consisting of a variety of workstations. Our visitors started the workstation rotations, from Big Red, One key, Accessories, M18

as well as M12 workstations. To top up the fun, everyone had to join the Karting competition. This caused major excitement and fun.

The tour days commenced in the evening, to avoid work interference for the endusers. Dealers as well as the endusers were very excited and requests are coming in as to



when we would have this show on the road again.

Clearly this turned out very well for the Benelux team and plans are being put in to place for a second edition in 2017, but then even bigger and better !

Stefaan Deruyck, JSS Manager Benelux commented 'the innovation tour resulted in a great event with a lot of positive feedback, many new contacts to follow up and happy customers thanks to the effort of the entire Benelux team.'

**Danielle Ram**  
Marketing Assistant, Benelux





# The Big 5 for France!



The Milwaukee red vans have been out touring France, combining impressive demonstrations with in store activity to drive sales and convert customers.

There was a key focus on aggressive conversions combined with an attractive Trade-Up campaign, which in many cases resulted in end users switching battery platforms from competitors such as Hilti, Makita, Bosch and DeWalt.

With over 5 events across different regions of France it was a long journey but the Milwaukee team did not tire. With the same amount of enthusiasm at every event they delivered a large number of engaged and satisfied customer and sales exceeding 331,000 €!

**Richard Loudin**  
Marketing Director PRO, France



## Milwaukee Building Solution Exhibition in Poland

15 000 visitors  
42 show rooms  
198 brands and companies

On the 15th-17th April the Polish Team took on the largest show zone at the International Trade and Congress Centre Warsaw Expo to show the power and performance of Milwaukee tools. With an area of 300m<sup>2</sup> Milwaukee took on the main fair's sponsor status, with over 15,000 visitors this was a huge event for the brand in Poland.

The Milwaukee presence was hard to miss, featuring in all organisers publications, as well as outdoor advertising and online campaigns. This was a great opportunity not only for increasing brand awareness but gaining key relationships with new clients and also generating over 20,000 € sales.

**Magdalena Chrapek**  
Milwaukee Marketing Manager, CEE







## Assen - Round 4

The Milwaukee BMW team experienced a frustrating start to Round 4 at the TT Circuit, Assen, despite a strong SuperPole showing for Josh Brookes.

Brookes clocked a fast time in qualifying and even reached eighth place at one point in the race, but he was forced to settle for 11th as a result of tyre problems and changing conditions.

Karel Abraham, who was forced to retire the previous day and who started Race 2 in 22nd place, managed to secure two points with a 14th-place finish despite on-going electrical problems

Despite Josh Brookes retiring in Race 2 in Assen, the Milwaukee BMW team were enthused by the overall performance, and they now look forward to Round 5 in Imola with fresh optimism.

# Milwaukee World SBK 2016

Milwaukee is continuing to paint the World Superbike Championship red in 2016 thanks to the Sponsorship with the Milwaukee BMW Racing Team. Throughout the season, Milwaukee will have trackside presence in 8 European races, including some legendary tracks like Assen, Donington Park and Imola.

Thousands of fans will visit the Milwaukee Village in each of the races and have the opportunity to experience first-hand the enthusiasm and knowledge of our team. At least 50 top European customers will also attend each of the races and enjoy a proper VIP experience, having the chance to meet the riders, mechanics and rest of the team whilst enjoying a unique atmosphere at the hospitality unit.

We are looking forward to this season which, undoubtedly will spread the Milwaukee message wide across Europe and set a landmark for the coming years.





# Imola

ROUND 5



## MILWAUKEE BMW TAKE THE POSITIVES IN THE IMOLA HEAT

The Milwaukee BMW team endured a frustrating first day in Round 5 of the 2016 FIM Superbike World Championship in Imola, Italy. Josh Brookes finished 14th and Karel Abraham 16th. However, Brookes in particular was keen to accentuate the positives heading into day two, particularly the duo's impressive performance in Superpole.

In the second race rider Josh Brookes was forced to settle for a 13th despite achieving a fast Superpole time. The Australian rider also registered the sixth fastest race speed, and flirted with the top ten in the second race of the weekend.

# Sepang

ROUND 6



## MILWAUKEE BMW TEAM SHOW SIGNS OF PROMISE IN MALAYSIAN HEAT

Milwaukee BMW riders Josh Brookes and Karel Abrahams finished among the points in challenging and changing weather conditions in Sepang.

After securing nine points in Race 1 in Sepang, the Milwaukee BMW team were disappointed not to build on their haul during wet conditions in Race 2.



# Donington

ROUND 7



In a race weekend of mixed fortunes for the Milwaukee BMW team at Donington, Czech rider Karel Abraham finished ninth in Race 1, his highest position so far in 2016. And Josh Brookes after a disappointing finish in Race 1 due to tyre trouble, enjoyed a ninth-place finish in Race 2, again his best finish during this year's World Super Bikes championship.

"Overall I think we can be pleased with how this weekend has gone," added Shaun Muir, Team Principal. "We secured our best finish of the year so far with a ninth place for both riders, and we have made some solid progress with the performance of our bikes."

# Misano

ROUND 8



The Milwaukee BMW team endured a disappointing first day at Race 8 in Misano, Italy; however the Milwaukee BMW duo were both among the points on the second day of action. Brookes added two points to the five he won a day earlier while Abraham, who had been forced to retire in race 1, collected a solitary point by finishing 15th.

"It's been a very challenging weekend for us, and we need to reassess a few things moving forward to the next round," Muir explained. "We scored points in both races, but we will try a few new things in the test plan tomorrow...which should give us some good improvements..."

**David Hawkins**  
Professional Web Development  
Manager, EMEA





# Dedicated Ryobi training for Castorama



In May, TTI Poland organised a two-day workshop for Castorama employees, devoted to Ryobi products. 70 people participated in the training.

On the first day of training, presentations concerning our organisation and product presentations were shown. Participants of the training were familiarized with sales benefits and technical data of products listed in Castorama. On top of that, the whole Ryobi product offer was presented, along with new products. The first day of workshop was very fruitful, participants asked a lot of interesting questions giving some invaluable time to show how we won against competition. Each participant received a special brochure, for further reading at home.

The second day of the workshop started with a hands on session. Four work stations had

been prepared: wood working, concrete, metal and drilling. Our demonstrators offered great advice to the teams on the best way to use our tools.

There was a contest organized, with Ryobi tools to be won. The fight for prizes was ferocious.

The training was very successful with over 13 more products now listed in Castorama!

**Magdalena Łuczak**  
Marketing Specialist CEE  
Consumer Brands

## Ryobi Training, CEE Two Locations and more than 70 Visitors



In April we organised a training event for the salespeople and sales managers of Bauhaus. A large number of participants attended so they were split into 4 groups allowing each team to spend a whole day with the products.

Both the already well-known and the latest new battery technology was presented, and our visitors could become acquainted with our latest corded and cordless tools. The second half of the training was set aside for hands on, as there was an outstanding demand for it!

Our partners had a great time being able to use and experience our tools, learning about key innovations and being able to use them first hand. The presentation was

closed by the representative of the HP Sano brand service. He presented our service programme, as well as the importance of the service processes.

The training was an excellent motivation for our partners.

**Evelina Seres**  
Marketing Assistant Consumer Brands, CEE



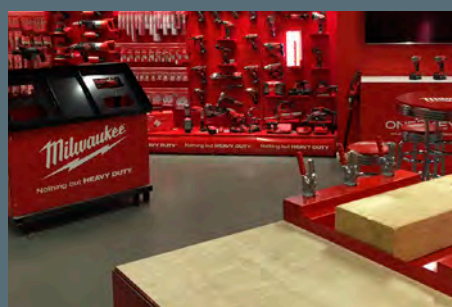
## New Nordic Training Centre

On April 13th we opened our new training centre at the Nordic office in Copenhagen. It's based on successful experiences from the Winnenden and Marlow sites, as well as our European brand conferences.



The total centre is about 400m<sup>2</sup>. It has two training areas, one for AEG & Ryobi and the other for Milwaukee. There are two different-sized meeting rooms and a kitchen as well. Now our great team can welcome customers and end-users to a great setting closer to home as well. We had the first visitors the week after the opening. Since then we have had a number of people from both groups with very good feedback. This training centre will be an important factor for continued growth in Nordic.

**Thomas Jacobsson**  
Managing Director, Nordics





# WE'RE HIRING!



## We are currently recruiting for our Graduate Leadership Development Programme across EMEA.

With roles starting in Sales and Marketing these positions are ideal for those looking to start their career in an international company with huge growth. If you know of anyone who may be interested then please send their CV to [graduates@tti-careers.com](mailto:graduates@tti-careers.com).



The best bit? You will receive a referral bonus equivalent to 50% of one month's gross salary if they are successfully hired!

## Look Who's Joined Us...

### April

**Sonia Venn**

*Fin. Reporting Manager - EHQ UK*

**Richard Ammann**

*Customer Service - GALP*

**Raphaëla Gemkow**

*Controller - GALP*

**Ottmar Kandler**

*Director Business Development - GALP*

**Melissa Weizmann**

*PM Ryobi Tools - France*

**Frederic Bouju**

*Sales Rep - France*

**Jeroen Katerberg**

*Acc. Manager - The Netherlands*

**Julien De Konnick**

*FME - Belgium*

**Stephen Hubbard**

*Key Account Manager - UK*

### May

**Arold Bernard**

*Quality Engineer - France*

**William Inghels**

*Sales Promoter - France*

**Richard Loudin**

*Mkt Mgr Milwaukee - France*

**Maria Matkowsk**

*CS Assistant - Poland*

**Olga Przybkowska**

*Fin Manager - Poland*

**Robert Aalberts**

*FME - The Netherlands*

**Musleh Mohamed**

*JSS - Dubai*

**Ahmed Magdy**

*BDM - Egypt & East Africa*

**Stephen Mooney**

*Demand Planner - UK*

### June

**Gregor Schneider**

*JSS - GALP*

**Michele Antonelli**

*Mkt Assistant - Italy*

**Aymeric Joly**

*JSS - France*

**Justyna Pecka**

*CS Manager CEE - Poland*

**Konrad Marcinak**

*Sales Manager PRO - Poland*

**Carl-Johan Karlsson**

*Sales Rep - Sweden*

**Søren Kjær Jepsen**

*Sales Rep - Denmark*

**Casper Johansen**

*Key Account Manager - Denmark*

**Mamdouh Al Safadi**

*Field Manager - MEA*

**Ian Wakelin**

*Head of JSS - UK*

**Andrew Halan**

*GM Bunnings Account*

**Vincent Liu**

*Financial Planning & Analysis Manager - UK*

## Graduate Programme

### April

**Shufan Tran**  
*Ryobi UK*

**Joe Ireland**  
*Milwaukee UK*

### May

**Calhoun McMaster**  
*Milwaukee UK*

### June

**Thomas Ing**  
*Milwaukee UK*

Please email your contributions for the TTI Times to:

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