

EDITION 1/2020



VIEWPOINT.

THE TTV MAGAZINE FOR CUSTOMERS AND FRIENDS OF THE COMPANY.



TTV CELEBRATES ITS 30-YEAR ANNIVERSARY OF SEAL AND SLIDING BEARING TECHNOLOGY.

Every company has its own recipe for success when it comes to establishing itself on the market. For specialist ttv, it was clear right from the start that this could only be achieved by focusing on customer orientation in its purest form. After all, there are and always have been major players on the market, providing standard ranges with all of the possible variants.

We spoke to Managing Director Harald Nitzschke about ttv's positioning on the market.

Mr Nitzschke, firstly, many congratulations on your company's 30-year anniversary, which you're no doubt very proud of...

Yes, most definitely. After all, we've always done things our own way right from the start, and have never paid too much attention to what anyone else is doing. My father, who paved the way for ttv in the 1980s, always believed that we operate on our own terms and deliver whatever is best for our customers – no ifs, no buts”!

So what was the deciding factor in enabling you to evolve so successfully in this market, dominated as it is by major players?

The crucial factor is that this pure customer orientation was an approach that we followed as a matter of course, and it still has the same importance today. When we needed to meet cost pressures while simultaneously ensuring high quality levels, we were one of the first companies to look to Asia, where we set up infrastructures to meet the requirements of our customers. We are still thankful for this to this day.

But it's no longer possible to get ahead with low prices alone, right?

Absolutely, that was just one example of our customer orientation, which continues to motivate us to forge new paths. Another example is our Engineering Solutions department, which we have been consistently developing for a few years now.

What exactly does Engineering Solutions mean?

As the requirements of our international brand customers become increasingly more demanding, we have also seen grow-

ing demand for seal and sliding bearing technology with a better performance than the DIN standard. And once again, we saw a great opportunity for us here, namely to be quicker, better and more agile than many other companies on the market. With our Engineering Solutions department, we have set up a business division with the sole task of developing customer-specific solutions.

How do you make sure that you meet the undoubtedly stringent quality requirements of your customers?

Quality is and will always remain the very first prerequisite for us. And this applies in equal measure to standard products and individual solutions. That's why we have invested in our own state-of-the-art laboratory. We also benefit from our producers' testing facilities, which have been specifically designed for industrial, automotive and medical applications.

Sliding bearings and seals are your key competencies. How do you see your role with regard to trade?

Our ttv 2030 strategy views trade as a strong sales partner for our standard products. We have analysed demand in this area too, and over the coming years will be investing further in logistics solutions and above all in the breadth and depth of our product range, in order to optimally meet the requirements for extremely fast availability and attractive prices.

Thank you for that insight into your strategy and philosophy. And of course many congratulations and all the best for the coming years!



WHEN SUCCESS IS THE RESULT OF PURE CUSTOMER ORIENTATION.



DEVELOPMENT PROJECT - HIGH-PERFORMANCE SHAFT SEALING RING.

Based in Igersheim, Germany, WITTENSTEIN aerospace & simulation GmbH develops, integrates, produces and delivers mechatronic drive systems for aviation, aerospace and simulation applications. ttv has been the company's O-ring supplier for many years. The WITTENSTEIN Group has over 2900 employees worldwide, and an annual turnover of over EUR 400 million.

The company group WITTENSTEIN SE, to which WITTENSTEIN aerospace & simulation GmbH belongs, also develops customer-specific products, systems and solutions for mechatronic drive technology. As a supplier, it was therefore fantastic news when our customer WITTENSTEIN SE decided to perform the series of tests with our newly developed high-performance shaft sealing rings.

ttv working on project development since mid-2016

University employees and specialists at ttv have been working on this project since mid-2016, with the aim of taking the performance of high-quality shaft sealing rings to a whole new level in line with customer-specific requirements. During the series of tests, the products were purposefully and thoroughly investigated at their maximum limits and beyond. As well as testing different temperatures, pressures and materials, an extremely wide range of lubricant types were also tested, right through to low-quality lubricants as a worst-case scenario.

This makes it all the more important for us to have a customer like Wittenstein SE on board who has the highest demands in terms of quality, performance and service life.



WITTENSTEIN SE IS VERY IMPRESSED BY THE PRACTICE- ORIENTED SERIES OF TESTS!

ttv project manager Massimiliano Casini-Cherici
(Dipl.-Ing. FH Technik):

“With the high-performance shaft sealing ring, ttv has created a whole new category, the benefits of which became really clear during the series of tests”.

We at ttv are right on track for the market launch, although it will be very selectively organised:

- We are always dealing with customer-specific adaptations.
- Keeping the customer involved in the process is an essential prerequisite,
- With the customer's parameters playing a crucial role in the development processes.
- Substantial performance improvements can only be achieved if all of the relevant factors are interacting with one another correctly.

If you're interested in the new-generation high-performance shaft sealing rings, you're in the right place, as you can find all of the details relating to the development and benefits from a single source. Just give us a call!



aerospace
& simulation

A SHAM, OR THE PERFECT WORK-LIFE BALANCE?

The search for the perfect work-life balance has long been an important trend, and has now developed into a whole service industry. Many people all around the world are currently on the hunt for the holy grail; the perfect balance between life and work.

But isn't the phrase work-life balance itself rather questionable? After all, if you are working then you are obviously alive at the same time, and there shouldn't really be a distinction between the two. Work and leisure would perhaps be a better way to live.

In short – living and working always go together – they're intrinsically linked. It's only when you're happy at work that you can also be happy with life. And it's exactly the same the other way round.

Or as the German author and Nobel prize winner for literature Thomas Mann once said:

"Sometimes working is hard and a joyless and arduous grind, but not working – that's hell".

That's why we at ttv do everything we can to make sure that our employees feel good at work. And that they're doing work that they're best suited to, and that allows them to play to their strengths. That's why we use flexible working-hour models and generous rules for attending to short-term family matters during working hours. We support our team with offers for sporting events and fitness studios, and offer coherent concepts for the company pension.

And we are happily focusing on our new site in this regard too. After all, it's here that we will be creating supervised play areas for the children of the employees in our team, as well as generous lounge areas and state-of-the-art digital infrastructures, in order to connect the two aspects of work and leisure in a stylish manner while keeping motivation high.



A WHOLE NEW WAY OF LOOKING AT THE WORK-LIFE BALANCE.



30 YEARS OF TTV SUCCESS.



1990

Foundation of ttv in Senden, near Ulm.

1991-1994

Seals sold to first global players such as SEW and Kärcher.

1995

Intensification and expansion of production, and inclusion of additional product groups.

1996-2000

ttv acquires additional leading international brands as customers thanks to its first-class price/performance ratio.

2002

Relocation to the new site in Illertissen with generous logistics areas and office spaces.

2003

The founder's son, Harald Nitzschke, takes over the company management, and takes steps towards further growth.

HOW IT ALL BEGAN

When successful companies celebrate an anniversary, people are always particularly interested in how everything began. Senior Director Jochen Nitzschke, who celebrates his 80th birthday this year, smiles as he looks back on the first days and months.



"In 1990, I decided to go self-employed. I was full of drive, and I rented a small office in the room next to an insurance

broker. From there, I started to make telephone calls to reach potential cus-

tomers. My products started out as wear parts such as seals and sealing plugs for special machinery, transmission components and special systems. And one thing was clear even then: Whatever a customer needed, I would try to provide. That's how I achieved customer loyalty and gained their trust – which remains an important factor in our success today".

2005 - 2013

Introduction of the second competence area of sliding bearing technology, and consistent strengthening of customer relationships in both areas.



2015

The company celebrates not only its 25-year anniversary but also the 75th birthday of Senior Director Jochen Nitzschke.



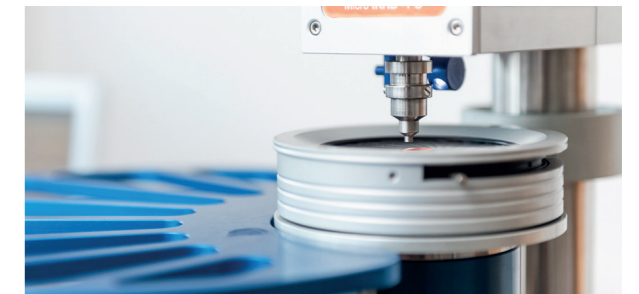
2017

Considerable expansion of the office and warehouse areas at the Illertissen site.



2018

Investment in a new, state-of-the-art laboratory. Market launch of new materials and designs.



2020

ttv celebrates its 30-year anniversary. Kick-off of the ttv 2030 strategy with a re-structuring of the business areas and intensification of activities.



CLEAR TARGET GROUP TARGETING

Preparations for the move to a new site are already in full swing. The management and the Marketing department are particularly under pressure when it comes to the company's strategic alignment on the market.

The new site will finally make it possible to implement, with all of the necessary consistency, a three-target-group strategy that Managing Director Harald Nitzschke developed a long time ago.

This new strategy will see us at ttv doing our very best over three target group segments in the future, and setting up separate customer support teams:

- Industry
- Automotive
- Trade

Strategy concepts are currently being developed for these areas, which will analyse and define the requirements and expectations of our team, our product range and the cross-product services for every target group.



Managing Director Harald Nitzschke:

"These concepts will then be used to deliver concrete service improvements in the individual areas, as well as clearer focus on our customers. We hope that this will enable us to meet the requirements of our customers even better than before, allowing us to operate with even more success, thereby achieving our ambitious growth targets".

THE RE-STRUCTURING OF CUSTOMER CONTACT REQUIRES THE WHOLE TEAM.



WE WANT TO SHAPE TOP EMPLOYEES WITH ENVIRONMENTAL RESPONSIBILITY!

OUR APPRENTICES ON AN ENVIRONMENTAL SCAVENGER HUNT

Training is one of the most important tasks of any company. It's not just about safeguarding the specialists of the future, it's also a way of taking social responsibility. In today's digital world, it's often easy to lose sight of things that are simple yet authentic.

That's why we are sending our apprentices into the woods in September – with a list of exciting questions and challenges. The aim is to experience nature at close hand and in a playful manner – completely alone, away from the noisy digital everyday world.

And along the way, our apprentices will also learn to take environmental responsibility in their day-to-day actions.



Eveline Zimmermann, second-year apprentice:

"I'm already looking forward to the event in September. It's yet another cool initiative by our boss! I'm excited to see what's waiting for us apprentices on the environmental scavenger hunt".

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