

TITAN®

EXPERIENCE



OUR VALUES

SAFETY

INTEGRITY

KNOW HOW

VALUE TO THE CUSTOMER

COMMIT TO DELIVER RESULTS

CONTINUOUS IMPROVEMENT

CORP-SOCIAL RESPONSIBILITY



THE CONCEPT

TO CREATE A COMPANY OF PEOPLE

**who understand that their role at Titan
is to create solutions for our customers
by living our values everyday.**

**This creates a company that becomes
interdependent with its customer base
creating synergies and aligning values.**



THE ANALOGY

ESSEX

ST

CORP SERV

PEOPLE

FLORIDA

MID ATLANTIC



DEPENDENT



INDEPENDENT



INTERDEPENDENT







WHAT AM I MISSING?



LIFE BLOOD

**HOW DO WE
CREATE AN
INTERDEPENDENCY
BETWEEN
TITAN AMERICA
AND OUR
CUSTOMERS?**



**Thinking of
each individual
must expand to
create the
Titan Experience**





THE TITAN CUSTOMER CHAIN





ACCOUNT #

TRANSACTIONAL

CUSTOMER

CLIENT

**MULTI-LEVEL
RELATIONSHIP**

CONFIDANT

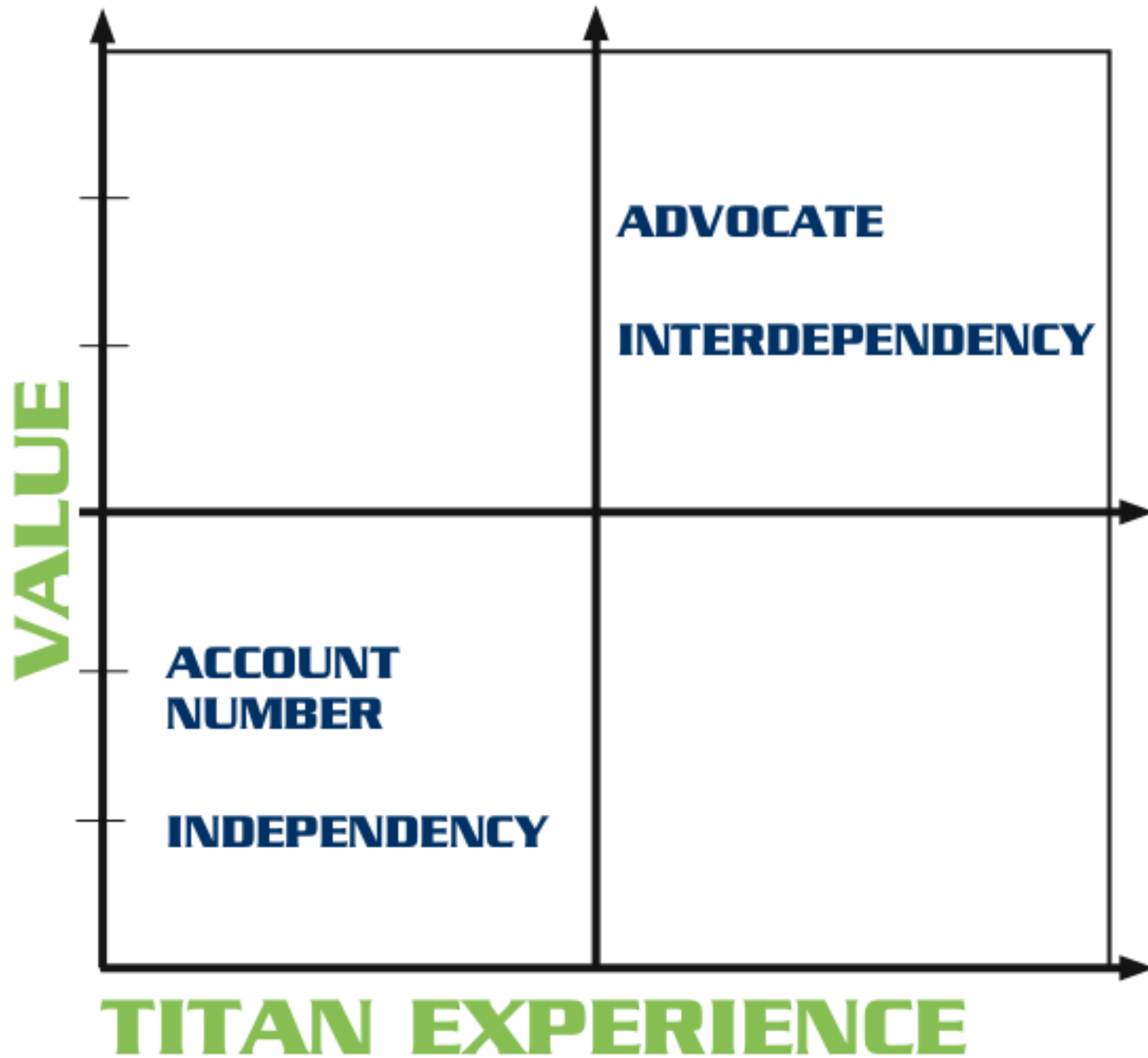
ADVOCATE

**Titan
Experience
Delivered**





LIFE BLOOD



VALUE

VALUE

PRICE

PRODUCT

**VALUE
ADDING
EXPERIENCE**



RESULTS?

- **Become A Learning Organization**
- **Create Value**
- **Values Are Aligned**
- **Creates A Liberating Creative Environment**
- **Live In Interdependency Creating Synergy**



**WE WILL HAVE
CREATED THE...**

TITAN[®]
EXPERIENCE



“Customer Focus Story”

Creating Solutions – Building Value

Gate Precast – Kissimmee, FL

I made a call to the Purchasing Manager to set up an appointment for later in the week. During the call, it was obvious there was a lot of stress and tension in Vijay’s voice. I asked what was going on and if there was anything I could do to help. He explained that the batch plant was down due to an electrical issue with the starter on the mixer’s motor. GE was two days away from coming down and was also very expensive. Through my contacts at Pennsuco, I got TAW involved with Gate and the batch plant was up and running the next morning.

“Customer Focus Story”

Creating Solutions – Building Value

- I received a call from Scott Thibodeau regarding a customer looking for Silica Sand to use on a floor leveling project. The customer had stopped by Tarmac in Mangonia Park as he was aware that many concrete plants carry a DOT sand that fits the gradation he is looking for. Tarmac had a Silica Sand that they purchase from Jahna that fit his request. Once they located the product the contractor requested Seacoast to ship 15 tons to Delray Beach and another 20 Tons to Ft. Pierce by the end of the day. It was about 10:00 A.M. and there was no way to get the material picked up at the Jahna facility and transported back to the east coast in time to cover the order.**

“Customer Focus Story”

Creating Solutions – Building Value

- In working with Tarmac we arranged for Seacoast to come into the Mangonia facility and pick up the 15 tons for Delray Beach and also for them to pick up 20 tons in Ft. Pierce to handle the northern project. This allowed them to satisfy the order by sending a truck to each Tarmac facility instead of shipping from one source resulting in them having the material to the customer by the middle of the afternoon.
- Since this situation, we have connected Seacoast with Google Transport, a strategic partner of Titan, to handle all their shipments going forward.
- This was truly a team effort as loading aggregate from the Ready Mix plants is not our common practice, but in an effort to satisfy a valued customer it was handled without question.
- I would like to thank Mark Wachtel, Frank Nickolaus, Mike Zito and Wayne Potts for all their efforts in delivering the Titan Experience.

Videos