

Chief Executive Officer's Message



Our success is driven by great products and great people. We are obsessively focused on these two critical factors for our long-term success at TTI.

I am pleased to report that in 2014 TTI made fabulous progress implementing what we consider to be the two most critical success factors in our business model. The first critical success factor is to be the global leader in developing innovative, disruptive, break-through new products. Our second critical success factor is to build, develop and mentor the most talented management team in our industry.

Great Products

We continue to strategically invest in disruptive innovation and break-through technologies. We have built a high-speed new product development engine at TTI that allows us to respond to changing market needs and requirements faster than any of our competitors. We believe our rapid development process is a fundamental competitive advantage.

Our strategic focus is to develop high-performance lithium cordless products throughout our brand platforms. Today, TTI is on the vanguard of lithium cordless technology offering the broadest range and best performing lithium powered products. Our MILWAUKEE FUEL brushless motor system is a revolutionary break-through in cordless power tools. With FUEL, we are building a premium priced platform of superior performing products that stimulate the conversion from corded to cordless tools globally. The momentum of FUEL is amazing, and will continue to increase with the vast potential of this incredible technology.

Beyond FUEL, we continue to diversify and expand the RYOBI ONE+ lithium cordless platform which has become the broadest range and global leader in DIY products. The ONE+ battery platform is powering our growing offering of innovative power tools and outdoor products such as chainsaws, trimmers, and walk-behind lawnmowers. We are at the forefront of developing lithium cordless outdoor products. Across the globe we have launched a series of cordless battery platforms and new products to drive the adoption of lithium in the outdoor power equipment market.

We have applied our rapid product development process to our MILWAUKEE and HART hand tools businesses. We have gone from not participating in the hand tool market to being a major global player by introducing a stream of fully featured, innovative, and premium priced new hand tool products. We have enhanced this hand tool development process with the acquisition of EMPIRE level, the North American leader in high-technology level products. In the months and years to come, TTI will demonstrate clear leadership in the hand tool category by continuing to leverage our superior product development process.

Our floor care business is benefiting from the application of our lithium cordless technology. We are rolling out a series of high-performance cordless floor care products that we believe will revolutionize the industry. TTI continues to lead the industry in the evolution from corded to cordless products.

Strategic Roadmap



Great People

The second critical success factor in our business model is building an outstanding team of highly talented people. Our organizational development initiatives have gained traction throughout the world. The Leadership Development Program (“LDP”) is now in its ninth year in the US where we have hired 1,256 high-potential campus recruits. These LDPs are being trained, developed and promoted through the system and are taking on a vast array of assignments in product management, sales, marketing, purchasing, and supply chain management. This network of high-potential individuals forms the backbone of future TTI leaders.

We are highly encouraged by the traction our campus recruiting initiative is gaining throughout Europe where we have hired 27 graduates in the past 12 months. These LDPs are now deployed in eight countries in a variety of positions. Additionally, the LDP program has been rolled out successfully in Canada, Australia, as well as China, where we have recruited 187 engineering graduates to form a pipeline of talent for our Asia Innovation Center and Asia Industrial Park. Because of TTI’s long-term commitment to hiring, training, mentoring, promoting, and developing talent, we have never been more confident in our ability to staff our growing network of global businesses.

We have a world-class group of senior managers that are leading our business units around the globe. We believe this leadership team is the best in our industry and key to our record breaking success year after year. I extend my appreciation and thanks to this team for their incredible hard work and consistent, outstanding performance.

In closing, I continue to be inspired by the visionary leadership of our Chairman, Horst Pudwill, who has a commanding presence and a bold vision for the future of TTI. His break-through thinking and exciting long-term targets motivate all of us throughout the company to continue to achieve record setting results.

Joseph Galli Jr
Chief Executive Officer
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