The business of titanium: Defining the business model that has successfully launched titanium to the forefront in the consumer products arena:
Abstract and presentation by
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Three decades ago it would have been unfathomable to consider any material other than gold or platinum as viable alternatives to those “noble” elements. After all, they dominated the jewelry industry uncontested by any other material for thousands of years. Silver had made a number of sporadic runs at joining the elite status of the revered two but never managed to achieve the perception of nobility in the mind of the consumer or maintain a long term presence.

As with many other unchallenged traditions, technology and persistent quality marketing has led to revolutionary changes in thought and acuity in the consumer products markets. Through the past 4 decades gold and platinum have become commoditized and are rapidly loosing market share to the new breed of materials known as contemporary elements. Titanium pioneered this revolution in jewelry and remains the only real contender in this movement. The challenge that titanium faces is maintaining its integrity, status, perception, and global supremacy in the market it created.

Titanium’s meteoric rise and success is attributed to a number of factors most notably; recognition and focus on an obvious market void created by new generations of educated consumers hungry for products that suite their lifestyles. Other significant factors contributing to this dramatic success are as follows:

- An ideal consumer environment
- Branded product designed specifically for that target audience
- A clearly defined business and marketing movement focused on that audience and promoting brand and category recognition
- Carefully selected channels of distribution to make certain the branded products are easily accessible and showcased in environments that support the desired image.
- Creating distinctive program to showcase this new and lucrative additive business opportunity
- Offering select dealers a strong competitive advantage in defined channels of distribution and/or geographical region.
- Strategic alliances with high profile private label partners to accelerate material awareness, elevate quality perception and help support the direction of the entire category toward the “Tipping Point”
- Focused and consistent PR and advertising to perpetuate the building of the brand or brands. Our promotional efforts included the placement of over 100 million media impressions in leading consumer publications. These efforts paid off with measurable results in website activity that annualized to numbers exceeding 10 million hits in 2006.
- Building strong collateral program focused on educating the consumer
• Creating and executing with excellence in all areas of quality, support, and customer services.

It is not surprising in any industry to see companies struggling for market share in mature and declining markets move toward growth opportunities outside of their core business competencies. In the jewelry and gift industry titanium paved the way for a wave of such competitors promoting what they hoped would be the newest hot product. The primary materials most companies chose were metals like aluminum, steel, tungsten, and palladium. Others chose from a variety of composites, and ceramics. The theory in the selection process is that if it’s not gold or platinum and it is white, gray, or shiny it will work. To some degree it can, will, and does, but aside from palladium, each of the lesser priced simple technology materials quickly reached the lowest common denominator and rapidly lost momentum. In these cases the competitive price cutting initiatives accelerated almost daily as more and more vendors in the global manufacturing arena attempt to gain market share. Not only does heated cutting price drive down profits, it turns products from the jewelry stores to flee markets and from desirable fashion staples into short term fads.

The answer to titanium’s longevity lies in our ability as an industry to commit ourselves to the future. To promote titanium and those virtues that separates it from the plethora of other materials attempting to emulate its attributes. Our strength in tomorrow will require a real commitment to developing and applying technology to innovative design and application. If we are to realize our fullest potential we will have to be better in all aspects of business from design and manufacture to marketing and promotion. Who is our competitor........Mine is everyone making something attractive that a consumer will consider wearing or using. Our objective is to build a consciousness in the mind of the consumer that takes titanium across the threshold of mediocrity and into the elite status of a contemporary, noble, element. Our designs are created with a flavor that reflects the evolution of mankind’s ingenuity. Titanium defines the quintessential marriage of art and design to engineering and technology.

It is somewhat ironic that it has taken me the better part of my professional career to realize that the key to success would be built not only on our technical and artistic skills but on our business acumen. Though my first loves have always been the product and innovation, I have come to realize that our commitment to innovation and radical thinking would have to be applied and permeate through every level of our company’s business. Like metallurgy, business is a science. It evolves and continually requires reinvention. It too needs to be driven by the consumer’s expectations. It is our ability to excel at executing “our business” that will enable us to continue to grow and prosper. After all, at the end of the day we are in the business of titanium.
THE BUSINESS OF TITANIUM
The Emergence of Titanium into the Consumer Products Arena

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• For centuries gold and platinum were the only recognized noble elements.

• Why has titanium succeeded in penetrating the industry when other materials have tried and failed?
Titanium has virtue

Technology expands the possibilities

Innovation perpetuates growth

Radical approach to design and marketing builds demand
Titanium has changed the mind-set of many industries.

It has become a staple in jewelry, eyewear, and others.

Titanium offers the greatest & broadest growth potential.
Titanium Generation

- Ideal consumer environment
- Products designed for target audience
- 360 degree business and marketing campaign
- Focused channels of distribution
Definitive display programs showcase unique collection

Strong competitive advantage for dealers

Additive & lucrative business opportunity
Strategic Partnership

- Expands visibility
- Accelerates market penetration
- Promotes material awareness
- Elevates perceived value
- Focused PR to perpetuate building of brand names
- 100 million print impressions
- Resulting in 10 Million website hits
“The Marriage of Art and Science.”

Robb Report

Best of the Best

2003 Luxury Portfolio

The Best Autos, Boats, Motorcycles, Golf, Travel, Dining, Wine, Spirits, Cigars, Fashion, Jewelry

Home & Design, Electronics, Art & more

NATIONAL JEWELER

USA TODAY

Celebs influence men's jewelry

Lifestyle

Flash Points

“Titanium has been molded into airplane parts, bicycle frames and artificial hips. Now it's being wrapped around fingers.”

“More are saying 'I do' to titanium.”

Why are couples saying “I do” with something typically associated with lacking pants and gold? It transpires, costing a fraction of platinum rings. And don't forget titanium's another feature: it gives new meaning to "will it last?" says Brian Schwartz, who owns and operates hundreds of one-of-a-kind jewelers offering the metal.
TITANIUMS IMPRESSION IN MEDIA

Outlook: Spectre Artists Turn Ordinary Titanium into a Black-Ti Affair

Allegheny Technologies

Fashion News: Titanium Jewelry a Hit With Chain Stores

National Jeweler

Exhibit: Tasteful Black-Plated Jewelry

Jewelry Channel News: Ashna - The Twinkle is On!
Titanium opened the gates for contemporary alternatives metals.

The challenge is maintaining titanium’s supremacy and integrity.
KEYS TO LEADERSHIP

- Demonstrate defining attributes
- Educate customers and consumers
- Deliver superior quality, support and customer service
- Create comfort in change
- Invest in “In-Store” training and support material
The evolution of titanium is built on passion & commitment

The best is yet to come…