As the virtues and benefits inherent to titanium became recognized in the consumer products arena, it rapidly emerged as the material of choice through a multitude of products and applications. Through the past 2 decades the popularity of platinum and other precious white metals gave way to the meteoric ascent and recognition a new group of contemporary elements. This evolutionary movement was spearheaded and dominated by titanium. Heralded as the NEW Nobel Element, titanium was truly the catalyst in a movement that consummated the marriage of art and science. The dramatic development in consumer awareness and expectations has caused an equally rapid acceleration in the technologies and potential for broadening applications in the titanium world.

We introduced titanium to a most passive and skeptical jewelry industry over 25 years ago. Despite the weighty barriers of tradition, titanium, in just the past two decades has not only proven its merit and value as a viable jewelry material, it has catapulted to the forefront of not only the jewelry industry, but of numerous other consumer markets as well.

Titanium has been heralded as the signature material for a multitude of the highest profile luxury brands. This ground-breaking contemporary material has set new standards for sales performance across the broadest spectrum of industries and products.

In just the past 2 decades the perception of titanium has transformed from an aerospace or art metal, to an element of premiere status in the world market. Certainly this was a Herculean effort. But what most contributed to this success of titanium in the mind of the consumer is the reality that “titanium is simply better”.

In my presentation I will outline and graphically detail the evolution of products, technologies, designs, & markets. I will further propose a number of significant and obvious growth opportunities which we, as an industry should recognize and respond to.

Our focus, and the emphasis of those within our global distribution network, is not only on the development and promotion of titanium and other contemporary materials, it is a platform built on “Lifestyle” consumer products. I believe that in today’s environment the opportunity of producing and selling merchandise targeting the American & European “Lifestyles” will prove to be a most dynamic and lucrative initiative that offers those involved a significant competitive advantage. Our efforts to that end have allowed us to partner with a cadre of the
highest profile and preeminent European and American luxury brands including Harley Davidson, Bulgari, Tiffany & Co, Porsche Design, Monte Blanc, Movado, Ducati, Fender, and a host of others.

To date our primary objective and emphasis has been placed on creating those products that best suited our core competencies and on those that could be showcased in the world’s most prestigious venues. We utilized the numerous virtues inherent in the materials to create and engineer designs which would be distinctive in the marketplace and feature the unique attributes of the materials themselves. Our marketing and collateral materials extolled the many rare qualities and benefits of the each of the materials. Equally, our display and presentation materials clearly supported the individuality of these revolutionary concepts.

The popularity and significance of any product even those merely containing titanium reached a point where just the mention of its’ name could completely reposition and significantly elevate the value perception of the brands and products made with, coated in, or even the color of titanium. In the heat of the titanium frenzy, marketers and manufacturers overlooked the key ingredients that contributed to the real long term success titanium has experienced in jewelry; the purposeful unification of form and function….. Herein lays the opportunity, in a word, crosspollination.

Titanium has been presented to the consumer as the premiere material in the crown jewel collections for so many brands and industries. The obvious growth opportunity for titanium lies in the expansion of the material both into other peripheral product categories and into the core products upon which each has built their brands. Porsche design has jewelry, accessories, eyewear, watches, pens, and more. At the moment only select models of their automobiles have a titanium exhaust system and those are barely visible. Harley Davidson is one of the world’s most recognized brands. In an industry where weight reduction, performance, corrosion resistance, and durability are of paramount importance, no titanium at all has been applied to their production motorcycles. From Harley Davidson to Tiffany, from Porsche to Monte Blanc, opportunities for expansion and diversification abound.

Titanium is the ideal material to unify and optimize the balance between aesthetic form and functional perfection. As our industry perpetually advances our capabilities in design, materials, and technologies we must also continue to reevaluate our opportunities for expansion and examine the multitude of options in various applications. Our proven success in dominating the consumer market has, and will continue to be limited only by our inability to orchestrate those attributes into a unified effort to capture market share across the broadest spectrum of industries. Our individual shotgun approach in selling components significantly reduces the potential opportunities of presenting complete highly visible signature products capable of capturing entire market segments. This is
truly a case where the value of the whole is far greater than the sum of its parts. With abundant opportunities for titanium’s dominance, in the marine, sports, automotive, decorative, house-ware, outdoor, architectural, recreational, and various utilitarian consumer markets, it is clear that there are significant opportunities for the emergence of a new growth markets. It is time we unify our industry, evaluate our resources, and work together as a collective force focused on our competitive advantages, and organized as a unified initiative to aggressively seize the obvious opportunities in front of us.

In the words of -- John Sculley, Former CEO of Apple: "The future belongs to those who see possibilities before they become obvious".
The newest prestige element

ITA Presentation August 2008
Titanium was introduced as the NEW Nobel Element
Catalyst in radical jewelry movement
Consummated: marriage of art and science

Rapid acceleration in the technologies and potential for broadening applications
Introduced titanium to jewelry industry over 25 years ago.
Anodized Rings
Cable Sport
Edward Mirell Titanium Jewelry Collection
Rapture Edward Mirell Titanium Jewelry Collection
Women’s Collection
Today, titanium has been heralded as the signature material for a multitude of the highest profile luxury brands.

Our efforts allowed us to partner with a cadre of the highest profile and preeminent European and American luxury brands including Harley Davidson, Bulgari, Tiffany & Co, Porsche Design, Mont Blanc, Movado, Ducati, Fender and a host of others.
Catapulted from jewelry to the forefront of the full range of consumer products

- Opens the door to significant growth opportunities
- Expansion from doing jewelry for brands, to working on the core products that the brands were built on
Harley Davidson Jewelry & Accessories
DUCATI Accessories
Movado
Tiffany
Cases:

- I-Pods
- Phones
- Computers
Function meets form in Boating … & Fishing
“The future belongs to those who see possibilities before they become obvious”

John Sculley, Former CEO of Apple