

1963



SGCC / MSC: two different key market players.

2008



Every machine adopts the Tiamo yellow color code.

2011



Although the official company name is « MSC & SGCC », this logo enables a stronger visual TIAMA branding.

1st of December 2015



Official company name: TIAMA
Website: www.tiama.com

New emails: @tiama.com
Eg. contact John SMITH becomes j.smith@tiama.com

Identification numbers remain the same.
ANY QUESTIONS? marketing@tiama.com

TIAMA

change in corporate name

On 1 December 2015, TIAMA - msc & sgcc changed its company name definitely to TIAMA. This evolution has been undergoing preparation for several years now.

TIAMA is the combination of two major players of the hollow glass inspection market with truly similar paths and half a century of experience: msc & sgcc. In 2008, both companies joined forces under the umbrella of the TIAMA group. In 2011, all the external communication and more generally the corporate identity started carrying the double branding TIAMA – msc & sgcc.

This new corporate name responds to a will for identity simplification and brand strengthening.

The visual brand is now just TIAMA, consequently the company changes its email addresses from @msc-sgcc.com to @tiama.com. Both of these email structures will allow you to reach all of your TIAMA contacts during our transition period.

No revolution though, TIAMA legal status and identification numbers do not change, “neither our vision & strategy, nor people” adds Ursula Baudry, the marketing & communication manager.

When we speak about company developments we usually speak about machinery, people and growth. TIAMA is, on the other hand, providing us with information on how the company has worked and prepared operations to reach an important evolution – the change of company name from TIAMA msc & sgcc to TIAMA. We also speak to Benoit BURIN DES ROZIERES/ TIAMA Sales & Marketing Director to have an overview of the company, products and people.

Today, TIAMA remains a global provider offering a one-stop-shopping that covers five product ranges:

1. IT intelligence tools for real-time analysis and management of plant performances: Tiamo IQ range
2. Process monitoring solutions: I-Care (Hot imaging), the new range: Tiamo HOT systems (HOT mass, HOT move, HOT lab...)
3. Glass article quality control: vision and carousel technologies such as MCAL4, MULTI4 and MX4
4. Traceability solutions: laser code engraving and readers
5. Complete range of service activities: customer local support, multilingual on-line

spare-parts catalogues, tooling, repairs and refurbishment.

SPEAKING TO BENOIT BURIN DES ROZIERES - TIAMA SALES & MARKETING DIRECTOR

How would you describe the philosophy of your company?

Benoit Burin Des Roziers: TIAMA is a global provider of real-time process and quality controls.

Our philosophy lies in providing real-time recommendations and technical data to help our customers to deliver products with the required quality and to improve the pack-to-melt ratio.

The combination of our expertise, innovative approach and reliability, allows TIAMA to offer individual solutions that go way beyond the normal scope of inspection. As a worldwide supplier and market leader in high precision monitoring systems our reputation lies in minimizing any margins of error. This illustrates the kind of benchmark we set ourselves and we won't settle for less.

We have clearly made it our objective to help improve process and productivity.

We noticed how TIAMA prefers to think about the future, what are the company's future projects and strategies – products, marketing?

The strategy of TIAMA relies on four pillars:

- Keep our worldwide leadership in the Cold End;
- Be the world leader in supplying the Hot End Systems;
- Use 1 & 2 to develop IT intelligent tools to make the Glass process more statistical, in order to gain productivity;
- Focus on servicing our customers in real time.

Of course you have clients worldwide but in this moment is there any market more interesting

than others? Which, if any, are the new markets you would like to work with?

We would like to keep this confidential.

How much important is R&D for TIAMA? Is there any future project you would like to talk about? If yes, what made you decide to develop it? What effect will this/these new projects have on the market?

Our R&D represents more than 90 people out of 250 employees.

It is the main department with the after sales department (60 people) and also the most critical one. R&D plays a major role as we strongly believe that it is the only way to survive.

The customers of our customers are more and more demanding in terms of quality and customization, and we have to support our own customers in that sense.

What is the current turnover of TIAMA, have you seen growth in these last years? What about personnel numbers? What are your forecasts for the future?

We evolve in CAPEX driven industry and in an industry that is very cyclical. Therefore we have a turnover that varies from EUR 80 to 100 million. Our product ranges the Tiamo HOT systems and Tiamo INTELLIGENCE tools are already helping to develop one step further this turnover. ■



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