

# TRAMONTINA TODAY

THE ANNUAL PUBLICATION OF THE TRAMONTINA COMPANIES - N° 31

The values that lead us on to infinity  
are the same ones that take us back  
**TO THE STARTING POINT**

## SUMMARY

|    |                                 |
|----|---------------------------------|
| 3  | PRODUCTS                        |
| 9  | EXPANSION AND TECHNOLOGY        |
| 12 | HIGHLIGHTS                      |
| 14 | MARKETING                       |
| 27 | THE FOREIGN MARKET              |
| 33 | TRADE FAIRS                     |
| 36 | SOCIAL RESPONSIBILITY           |
| 38 | COMMERCIAL STRUCTURE            |
| 40 | MANAGEMENT AND INDUSTRIAL PLANT |

**TRAMONTINA TODAY**

The annual publication of the Tramontina companies

**Coordinated by:**

Rosane Mesturini Fantinelli

**Executive coordination and creation:**

Núcleo de Propaganda Ltda.

**Design:**

Rodrigo Alves de Oliveira

**Edited by:**

Andreas Muller – MTB 10669

December/2011

Words cannot really express our recognition of so many people, friends, institutions, authorities from all spheres – municipal, state, federal and even international, who have manifested themselves in the widest possible ways in congratulating Tramontina on its centenary in 2011, which is now drawing to a close. Although we may lack the means to fully express the scale of such emotion, those gestures will remain as the purest of feelings.

We have inherited the vocation of Elisa De Cecco Tramontina, who right at the start of the “Blacksmith’s” – as she referred to the first factory – took her case full of products to sell in the state capital, Porto Alegre. Fulfilling this legacy today, we are going increasingly further afield, opening new frontiers and markets. But the values that lead us towards infinity will always be the same ones that return us to the starting point, for just as we have learnt to take the Tramontina brand and products into the wider world, so have we inherited from our forefathers the foundations that bring us back with more information and content to be applied here, in our smaller world, in our companies and in our community. We thank everyone in the name of our staff, and we thank them in particular as the builders of what we make and sell. We also offer an invitation: keep watching Tramontina in the new period starting now, after the centenary, certain that each will give of our best so that the company and the brand continue along this constantly renewed path of coming and going. Your trust will always be good company.

A happy 2012 to you all.



Clovis Tramontina  
President of the Board



Joselito Gusso  
Vice-president of the Board

# The fruit of **INNOVATION**

To be present in the lives of people every day, with innovative products recognised for their design, beauty, safety and practicality. That is the ideal that drives Tramontina onwards.

Marselha Skin: a trademark for sophistication and design with personality

With a combination of delicately engraved lines of floral and tribal designs, the Marselha Skin Range is the right choice for the most sophisticated tables. As part of the Tramontina Design Collection, it brings a touch of uniqueness to the table!

Satri Cutlery:  
design to fit any setting



The Satri cutlery range is another Tramontina option for hotels, restaurants and other culinary establishments. With a minimalist design, these items can be adapted to any occasion. The finish and quality means that the shine always remains bright and they can be put daily into the dishwasher. The stainless steel knives have been forged and tempered, making them corrosion resistant with a long-lasting cutting edge that won't scratch porcelain tableware.

With Solar and Presto, the pressure stays inside the pans



Made from stainless steel with Bakelite handles, the new Solar and Presto pressure cookers are safe options for those who want to take a practical approach to cooking different healthy and flavourful foods. Both models have five safety devices that operate together and two pressure levels – which can be selected according to the type

of food – together with an easy-to-operate pressure-release valve. A further distinctive feature of the Solar model is its additional steamer for preparing food with steam cooking, while in addition the Presto model's stainless lid with pressure-cooker functions, also comes with a glass lid to allow food to be watched while cooking.

The versatility of iron at the service of the chef



Tramontina's new steak pan is an ideal choice for those looking for versatility when it comes to cooking meat. As well as grilling meat quickly and evenly, the steak pan can be used in the oven as a receptacle for cooking roast beef and other cuts and dishes. The thicker, specially treated iron body provides greater resilience and durability and guarantees quick and even cooking – together with convenient energy savings. It is ideal for gas, electric or vitro-ceramic stoves and for use with nylon, silicone or wooden accessories. A product made to last much longer.

The choice for those who love their kitchen

A new feature of the Tramontina Design Collection, the Aroma Line has been designed especially for those who love their kitchen. The distinctive look of the ice-coloured cookware with contemporary designed handles and lids can be seen at first glance. The inner coating has a Starflon High Performance finish, while the outside is in siliconized polyester – a pairing that facilitates cleaning and creates a unique

appearance. The other distinctive feature of this range is its thickness: heat spreads quickly and cooking takes place with great evenness and efficiency. The range is completed by stainless steel handles with silicone grips to ensure firm and secure handling. With tempered glass lids and steam outlets, the Aroma Line can be used on gas, electric and vitro-ceramic stoves.



## For those whose kitchen goes into a case

Ever demanding gastronomy professionals now have a new option for carrying their equipment to kitchens, cookery courses and other social events. The chefs' kit brings together the best cookery collections, and makes utensils easy to carry. Coming with a waterproof nylon bag, the kits come in sets of six, twelve or twenty items. The most basic includes a set of knives, sharpener and case, while the most complete version comes with a peeler; strainer; spatula, fish tweezers and other essential accessories for the tables of the most demanding chefs.



## Knives are always sharp with the Profio Line

Blunt knives not only make the lives of gourmets harder but can also ruin the preparation of a recipe and even the presentation of a dish. Bearing this in mind, Tramontina has developed the Profio range of sharpeners with four items to keep knives sharp enough for the cut of the day. It consists of a steel, support sharpener; dual-face sharpener and a sharpening stone, all made from materials for ease of handling and hygienically and safely speeding up the sharpening process.

- **Steel** – with a stainless shaft and diamond coating, this offers high sharpening capacity and durability.



- **Support sharpener** with a non-slip base providing firmer support for the user. The combination of stainless steel and ABS finish is a balance of design and toughness. It offers two sharpening stages, as grinding and finishing take place through different entries.



- **Sharpening stone** dual-faced with a mixture of grain and non-slip rubberised base, this is the most rustic offering from Profio.





With the Vetro Flex hood, even the atmosphere is more pleasant

Combining the solidity of stainless steel with the elegance of glass, the new Vetro Flex wall hood has been designed for the modern kitchen – a space that serves not only for cooking but also for coming together with friends and family. The innovative design lends sophistication to the space, keeping the atmosphere pleasant and free from unwanted smells. Its dual function allows it to be used as a purifier and extractor. It comes with three electronically controlled speeds and halogen bulbs, recommended for cookers of up to 75 centimetres.



### A modern look for your kitchen

Tramontina's new Glass Touch 60 F9 oven aims to bring refinement and modernity to your kitchen. A new feature in the brand's mix of electrical products, the oven offers nine cooking functions that can be operated easily via the touch-control display. The door has three glass panels to ensure heat insulation, while the exclusive

external cooling system allows installation anywhere. When it's time to prepare a meal, the oven comes into operation with an internal ventilation system that spreads the heat evenly to provide more efficient cooking. The key safety feature lies in the combination of automatic disconnection, high-visibility door, aluminium handle and internal light. The oven also comes with a grill and collection tray.

### Elena. The chair that goes well anywhere



A new feature in Tramontina's plastic furniture line, the Elena Chair combines Italian design with comfort and lightness for the most varied settings. The body is made to the highest quality standards from polypropylene resin with anti-UV treatment additives that are resistant to weather and use. The polished aluminium legs prevent rust and allow a full range of compositions. The chairs are perfect for offices, clubs, restaurants, hotels, theme parks, hospitals and leisure areas.

### Cutting the grass has become easier

The distinctive feature of the CE35P lawnmower is its new design, allied with safety and durability. In compliance with the ABNT NBR NM 60335 standard, which sets strict patterns for the manufacture of domestic electrical items, the product has a modern design and is lightweight with good power source, offering the right choice for those seeking practicality, efficiency and ease of use.





### Garden Fit, a new distinctive option for outside

The Italian designers Edi and Paolo Ciani have put their names to the new Garden Fit garden furniture collection. With lines that place a priority on comfort and handling, the collection comes onto the market with two finish options: natural wood, ideal for those who appreciate spaces that refer back to the tradition and rustic nature of aged wood; and Eco Blindage, a water-based varnish coating exclusive to Tramontina, which provides greater weather resistance. One more alternative for those who like to enjoy good times in the open air:

### LizFlex: multiple finish choices

Tramontina's LizFlex modular wall-mounted electrical fittings range offers a new alternative for people looking for a reliable finish and distinctive design. The set consists of three elements – case, module and cover –, which fit together without displaying the screws. They also come with a pre-cut system for use with 20x10, 40x20 or 50x20 ducting. And they are compatible with the Liz and Lux2 lines, increasing usage and application possibilities.



### Redoubled safety for explosive atmospheres

In spaces containing flammable substances, such as the chemical, petrochemical, solvents, foods and fibres industries, any spark can prove fatal. The great new feature is that these industries can now rely on the quality and safety of the Tramontina brand with CAEx passage and conduit boxes, CBEx conduit boxes, CCEX conduit boxes, electrical panels and CPEX switches. These products are made using a copper-free aluminium and stainless steel alloy.



1. CAEx box
2. Passage box
3. CBEx box
4. Operating switch

Tramontina power tools: extra power when it comes to building

Construction professionals can now rely on the quality and safety of Tramontina products. This year's new power-tools range includes drills, battery-powered screwdrivers, grinders, circular saw and stone cutter – and all to facilitate everyday work on the building site.



Now the extra-heavy work is extra safe

With a reinforced finish and high-durability materials, Tramontina's new sledgehammers transform heavy work into safe work. They come with forged and tempered heads made from a special steel alloy and fixed with an elastic pin

to prevent detachment. The handles are made from tempered tubular steel. Other distinctive features include stronger handle protection, preventing injury from false blows, and the grip made from a special material to guarantee a stronger hold

and redoubled user comfort. The range offers two models and eight different sizes. Model 44509 comes in 1, 1.5, 2, 3.5 and 8-kilo options. While model 40513 comes in 3- and 5-kilo options, designed especially for spaces with little room for movement.



# Investments in **LONGEVITY**

Tramontina never ceases to invest in new technologies and ventures. This is a constant effort to expand the brand and keep it forever young to staff, clients, partners and consumers.

## 100% robotized system for frying pans

At Cutelaria, Tramontina now has a fully robotised assembly line for frying pans. Equipped with a viewing system, the line dispenses with human intervention in processes requiring great effort, such as handle positioning and riveting to the pan body. Technology makes a difference.





### New forge line at Tramontina Garibaldi

Alert to market opportunities for professional tools, Tramontina has invested in a new forge line for its Garibaldi unit. The more modern and productive line is equipped with an induction furnace, laminator, hydraulic

forge hammer and de-burring presses. It produces around 180,000 spanners per month – 20% up on the previous capacity – and comes with technology for forging different gauge sizes. This investment keeps Tramontina

in step with the market trends for professional tools, which are expanding both in Brazil and abroad, with complete product ranges for the building trade and the industrial and motor sectors.

### A heavyweight acquisition

The sudden upturn in the construction market in South America has led to a leap in demand for Tramontina stainless sinks. To keep up with these developments, the company has just installed a fourth pressing line at Teec, with a production capacity of one million items per year; 30% more than the company's first press, which has been operating since 1998. Intended for the production of sinks, basins and laundry sinks, this new acquisition has three hydraulic presses with 800, 600 and 250 tonnes of capacity respectively. All processes are automated, from the feed and sheet lubrication systems to the removal of the item at the end of the line.



### Productivity, efficiency and innovation



At Forjasul Canoas, investments have been made in a new forging-die construction machine. This equipment is already in operation and has not just reduced die-production times but has also brought impressive improvements in precision and finish quality. It has also simplified the process of developing new products. There is no longer any need to make a physical model of the item or moulds for copying the die cavity or the graphite electrode. The bottom line is that these and other improvements will represent quality increases and cost reductions that will make all the company's products more competitive. The new machine can handle dies of up to one tonne and contains a magazine for 20 tools.

## Eliminating defects and creating business

Tramontina has a new ally in its pursuit of quality: Yxlon X-ray equipment – which allows real-time monitoring of the internal quality of aluminium items. This German equipment removes the need for human involvement and can also be used for inspecting plastic or steel items of little thickness, representing an impressive advantage for Tramontina, which can now assess the quality of its products without damaging the items, to align itself with the most up-to-date NDT (Non-destructive Testing) processes. The device has been installed at Forjasul Eletrik and also brings environmental advantages, making it unnecessary to

reject the material used for destructive testing. It can also be used to reduce the risk of manufacturing defective items, allowing assessment of the internal state

of items before they move on to the machining process. The equipment is very accurate and is able to detect internal defects of just 0.4 mm diameter. Besides bringing improvements to the aluminium induction processes, this investment will help Tramontina to access new trade prospects. In the motor industry, for example, safety items need to be 100% X-ray inspected, and Tramontina is now ready to meet these requirements.



## A special finishing touch

With the innovation of Color Protect, the Belém unit has from this year incorporated a new protection and finish solution to its wooden homeware range, consisting of a special non-toxic water-based varnish that can be used inside the home and on items in direct contact with foods. The versatile solution can be given different colourings, bringing a special touch to the design of trays, salad bowls, pots, cake stands and other items.



## More efficient cookware welding

Tramontina has installed a new automated welding cell for stainless-pan handles at its Farroupilha unit. This equipment uses a series of technologies to make the assembly of these items simpler, faster and more efficient and includes a conveyor belt, item-loading arm, pan-rotation station, welding machine with three welding units for the handles – and a specific conveyor for the removal of finished items. The whole operation is carried out by a ABB IRB2400 robot, capable of processing two items at the same time.



# Centenary WINS AWARDS

At the height of its centenary Tramontina received many recognitions for its brand credibility and strength. These highlights testify the company's ability to stand the test of time and modernise itself.

## Tramontina on the Asian embassy tour

In August, Tramontina joined the trade and diplomatic mission tour organised in Rio Grande do Sul. With almost 20 embassies from Eastern Asia, the South Asian subcontinent, Oceania and the Asean Group which is represented in Brasília, the mission aimed to strengthen friendships and commercial exchange between those countries and Rio Grande do Sul. The Farroupilha unit was one of the companies visited by the authorities, whose route through the state was coordinated by the State Government's Development and Investment Promotion Secretariat through the International Articulation Department.

During the visit guests watched an institutional video from the organisation and a presentation about the range of actions developed for strengthening trade with these countries. The delegation also visited Tramontina Farroupilha's showroom and retail outlet, and was highly impressed by the company's products, capacity and commercial structure abroad.



| Visitors                       | Country     | Position           |
|--------------------------------|-------------|--------------------|
| Ms. Yvette Goddard             | Barbados    | Ambassador         |
| Mr. B.S. Prakash               | India       | Ambassador         |
| Mrs. Ratna Prakash             | India       | Ambassador's wife  |
| Mr. Sudaryomo Hartosudarmo     | Indonesia   | Ambassador         |
| Mrs. Tri Pnagesuti Sudaryomo   | Indonesia   | Ambassador's wife  |
| Mr. Htein Win                  | Burma       | Ambassador         |
| Mrs. Myint Myint Win           | Burma       | Ambassador's wife  |
| Mrs. Sudha Devi K.R. Vasudevan | Malaysia    | Ambassador's wife  |
| Mrs. Eva G. Betita             | Philippines | Ambassador's wife  |
| Mr. Chakarin Chayabongse       | Thailand    | Ambassador         |
| Mr. Kamhaeng Klasukhon         | Thailand    | Commercial Attaché |
| Mr. Vithit Powattanasuk        | Thailand    | Advisor            |

During its centenary year of 2011, Tramontina was honoured with the following distinctions:



**Decision-makers' Brands**

Jornal do Comércio

Winner for preference and memory in the "Tools and Cutlery" category. Second place for preference and fourth place for memory in the "Great Rio Grande do Sul Brand" category, the most important category in the survey of businesspeople.



**39º PRÊMIO EXPORTAÇÃO RS**  
diversificação de mercados

**39th ADVB-RS Export Award Seal**

Awarded in the "Market Diversification" category.



**Top of Mind**

Amanhã Magazine

Overall champion for "Cutlery and Tools". 4th place in the category for most remembered "Major Rio Grande do Sul Company".

**Revenda e Construção**

Distinction in different award categories:

- Hand Tools – 1st place
- Garden Tools and Accessories – 2nd place
- Sink, Basins and Stainless Laundry Sink – 2nd place
- Galvanized pipes and connections – 3rd place
- Homeware – 1st place



**Anamaco Magazine**



Master Award in the "Hand Tools" segment and second place in the Major Clients – Pocket tape-measure segment. Honourable mention for Spraying – Switches, plugs and Sockets segment.

**4th Top Engineering**



Building and Engineering Category – Stainless Steel Sinks.

**Amanhã Magazine Corporate Reputation**



With a corporate brand prestige rating of 51.18%, the brand came top of the survey, standing out for "Admiration and Trust", "Innovation Capacity" and "Product Quality".

**Prêmio HOUSE & Gift de DESIGN**  
12ª edição - 2011

**House & Gift Design Award**

Distinction and honourable mention in the Utility House – Casual Table for Tátil Cutlery.



**Casa & mercado Top of mind award**

Second place in the Sinks and Basins category.



**Museu da Casa Brasileira Award**

1st place in the Utensils category for Solar Intense Cookware



**Professional Kitchen**

First Place for Cutlery, Cookware, Frying Pans, Knives and Utensils. Runner-up for Furniture.



**Casa Brasil Design Salon**

Tátil Cutlery – "Domestic Accessories" category – Industry section.

# Speaking the Language of THE CONSUMER

Through the use of television, internet, print media and all other available means of communication, Tramontina seeks to relate to consumers in the most diverse parts of the world, grateful for being understood and always seeking to understand the culture of wherever its brand may be.

## The domestic market

### The good company of Tramontina tableware

Moments of coming together and celebrating success formed the backdrop to the campaign for Tramontina tableware. Highlighting sophistication and design, the campaign showed how good it is to transform food into delicious and well-prepared dishes. Two different 15-second spots were carried on the GNT and SporTV channels.



### Gloss and glamour for Stainless Cookware

Genuine stainless cookware for genuine meals, and listening to the chef's side, were the motto for the stainless cookware placement actions. These concepts highlighted the importance of transforming food into delicious well-prepared dishes, together with the performance and quality of the product.

The action was reinforced by sponsoring the Jamie Oliver; Que Maravilha and Diário de Oliver programmes with opening

and closing vignettes and 30-second commercials. 15-second videos were run on Anonymus Gourmet, SporTV and GNT with programme signatures. Advertisements were carried in the best Brazilian cookery magazines: Gula, Prazeres da Mesa, Menu, Casa e Comida, Gosto, together with O Estado de S. Paulo newspaper's Caderno Paladar; one of the most respected cookery supplements in the country, and Porto Alegre's Zero Hora newspaper Cookery Supplement.



### Beauty comes to the table with the Tramontina Design Collection

Bringing beauty to the table, taking care of the details – and transforming a simple meal into a magical moment. Based on the concept of "Let Beauty Become Part of the Routine", the new Tramontina Design Collection campaign shows that design and beauty can indeed become part of everyday life. The campaign took over the streets and the pages of the best national cookery magazines, such as Casa e Comida, Gula, Menu and Caderno Paladar. At the same time, consumers could answer a quiz on the website and submit recipes to win prizes.

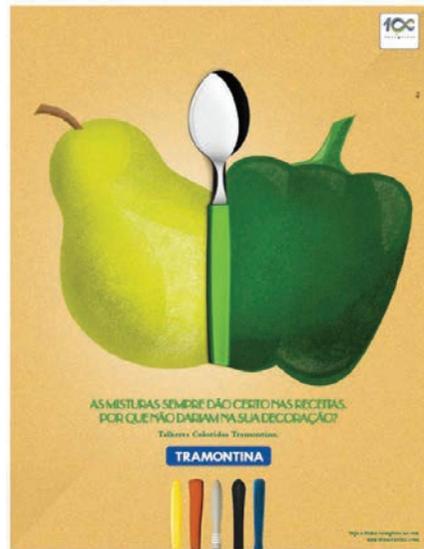
Public relations actions for promoting greater proximity with consumers took place at Shopping Iguatemi in São Paulo and Brasília, involving banners, sponsorship of the Gourmet Day event, videos and magazine advertisements.



## Colours and sophistication make a difference in the kitchen

For the cutlery ranges the emphasis went to Tramontina's offerings of variety, design and vibrant colours. Advertisements carried in Caras magazine and Diário Gaúcho newspaper showed how the everyday functionality of cutlery can be allied with the beauty and sophistication of special tableware.

For the fine cutlery range, Tramontina went further in showing that stainless steel cutlery makes people's everyday lives more complete and refined. Advertisements were carried in Gula, Casa e Comida, Prazeres da Mesa and Menu magazines.



## With Starflon, it's just the good things in life that stick

Tramontina recreated a nostalgic atmosphere for the Starflon Line by awakening feelings and memories of past times in the kitchen with a campaign that prioritized light and modern communication. The advertisements in Caras magazine presented the advantages of non-stick cookware, which prevents food from sticking and offers consumers more time to "stick" to the good things of life. After all, sometimes it is good that things stick, but not in the kitchen.

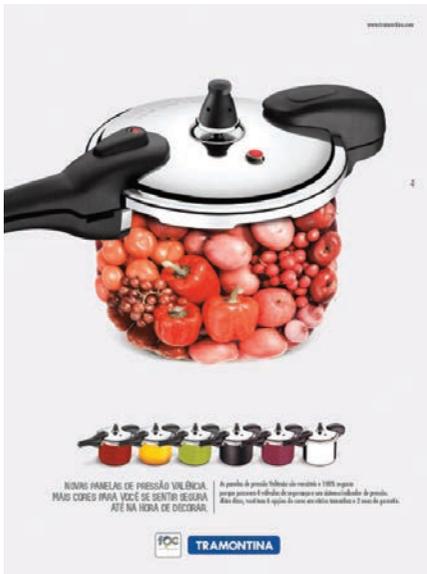


## So this is Christmas!

Christmas symbolises the union of families "the near and the dear ones, the old and the young", as the song goes, which is now in the public domain. Standing for happiness, exchange of gifts, a family party, affection between people of different generations and the glitter of a decorated tree. For one hundred years there has always been a Tramontina-brand present waiting under the tree. That is the focus of Tramontina's Christmas campaign of being present in people's everyday lives and on their special days.

Pressure, really, only inside the pan

The versatility, colour range and safety of Valência pressure cookers featured in the campaign on the pages of Caras magazine and Porto Alegre's Zero Hora newspaper Cookery Supplement. The material focused on safety and also singled out the beauty of the six colour options, which revitalise the domestic environment and go very well with recipes that require quick and efficient cooking.



In the guide for every restaurant

In terms of cuisine, each restaurant has its own style and personality – and Tramontina has the right products to meet all their needs, as was shown in the advertisement for the Business Line in “Veja – O Melhor da Cidade” magazine.



CADA RESTAURANTE TEM UMA ESPECIALIDADE. AINDA BEM QUE A TRAMONTINA TEM VÁRIAS.

LINHA EMPRESARIAL TRAMONTINA. TODA A QUALIDADE PARA O SEU NEGÓCIO.

A Tramontina oferece mais de 3.000 itens, variedade de opções e estilos de acabamento em todos os tipos de produtos e acessórios, todo prazo e com o melhor da qualidade que o seu estabelecimento merece. Visite [www.tramontina.com/empresarial](http://www.tramontina.com/empresarial) e faça um orçamento.

TRAMONTINA

AC, DF, GO, MT, MS, RJ, TO — Fone: (62) 3678-0000 | AL, CE, PE, PI, RN — Fone: (81) 3404-8000 | AP, AM, MA, PA, RR — Fone: (91) 4209-7000  
 ES — Fone: (51) 3364-3004 | PR, SC — Fone: (41) 3335-8000 | MG — Fone: (31) 3283-4000 | RJ, SP — Fone: (11) 2171-9100 | RS — Fone: (51) 210-32000 | PR — Fone: (41) 4291-2556

Singling out the best places for eating and drinking, the publication also has a special launch event in the 20 cities in which it is distributed – and Tramontina makes a point of marking its presence at all of them.

With the taste of a good barbecue

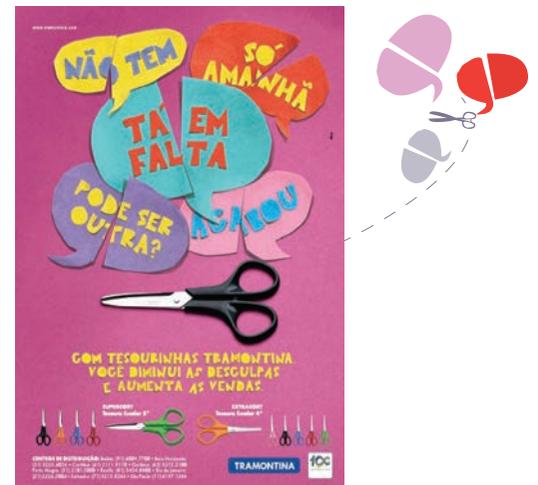
Tasting a good barbecue with the people you like. It is for times like this that Tramontina provides the knives, skewers, grills and other products from the Churrasco Line. A campaign especially designed for this line emphasized the good times that only a barbecue can provide for the widest range of occasions. The advertisements were carried in Caderno Paladar and also in Porto Alegre's Diário Gaúcho newspaper. They accompanied a series of video slots run on SporTV together with sponsorship of the British chef Jamie Oliver's programme on GNT.



A cultural promotion called "My Barbecue, My Tramontina Knife" was organised to close the campaign in style. Consumers participated by writing a phrase explaining why their knife had to be unique, and the best submissions competed for a personally engraved knife.

Colour for Tramontina scissors

Some of the main stationery magazines were chosen for publicising the colours of Tramontina's school scissors. The distinctive, uniquely designed models, with quality and variety for all tastes, featured in advertisements on the pages of Papel e Arte, Papelaria and Negócios e Lojas magazines.



Mother's day is Tramontina day

The unmistakable flavour of mother's cooking was the key feature of Tramontina's most recent mother's day celebrations. With a series of entertaining reports, Tramontina Magazine returned to some of the good moments of relationships between mothers and children at the tastiest time of day. The issue edition featured

different product lines and contained tips for use and special recipes, as well as reading suggestions and other topics for those who value the simple things of life. The magazine was distributed directly to consumers at points of sale. Advertisements were also carried in Caras magazine and O Estado de S. Paulo newspaper's Caderno Paladar.



Technology at the service of good gardening

Tramontina developed a campaign for its gardening range, with the idea of always keeping the garden tidy, irrespective of size, and featuring the trimmers, mowers and ride-on machines that facilitate the lives of people who like to tend the garden practically, efficiently and with high technology. The campaign appeared in *Natureza*, *Paisagismo e Jardinagem*, *Jardins e Pequenos Espaços* and *Globo Rural* magazines.



Furniture that respects tomorrow

Differentiation, design and a harmonious relationship with the environment come together in Tramontina's furniture range. Exclusive models that restate a commitment to sustainability featured in an advertisement in *ARC Design* magazine focusing on the concept of "The design was devised by nature and is focused on its well being".



A solution for every job

"No matter what size the job, Tramontina has everything to complete it." With this idea, Tramontina shows that it has the right solution for any kind of job – from minor refurbishment to the construction of a large building. The advertisements were carried in the main magazines for the Brazilian construction industry, such as *Anamaco* and *Revenda e Construção*.



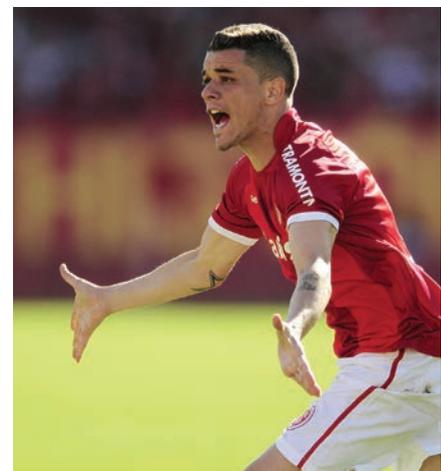
Professional tools have be Tramontina

The distinctive features and attributes of PRO tools featured in a Tramontina campaign for 2011. Advertisements were carried in specialist magazines like NEI, Cipa and Oficina Brasil, together with radio mentions and a jingle and a 30-second video slot on TV Bandeirantes, recognised as a channel attracting a strong male audience to its sports programmes.



Banking on the power of sport

Many brands are discovering a way of pursuing consumer preference through the shirts of supporters' teams. Tramontina has for a long time shown its backing for sport, beginning with the ACBF, the Carlos Barbosa five-a-side football team in RS, scoring alongside the community on world pitches. The experience was repeated with Porto Alegre's Grêmio and Internacional soccer teams, both of which are world champions.



Tramontina has also gained supporters through the brand name travelling the world on players' shirts and in pictures of their important moments on the court or pitch. Consumers recognise this and this produces returns. This sponsorship has been shown to be very important for Tramontina, a hundred-year-old brand, but associated with health, passion and all the good things that sport brings to people. The experience has been repeated in foreign marketing, as shown on the following page.

## The international market

### Football, passion and Tramontina

The winning experience as sports sponsors in Brazil has conquered new frontiers. In recent years, the brand has backed the visibility of Bolivia's Club Blooming, and in 2011 it was the official sponsor of Club Atlético River Plate – one of the most popular teams in Argentina. This investment has printed the brand name on the club's official shirt, together with press-conference banners, on the website and in advertising spaces in the River Plate training centre. To complete the bill, Argentinean clients were given tickets for all the team's matches at the Monumental de Nuñez stadium. With a successful history and international projection, River Plate is bringing Tramontina even more recognition in Argentina and the rest of the world.



**TRAMONTINA**



## From homes to TV - and from TV to homes

Tramontina products have been a presence in the everyday lives of people around the world for one hundred years. This is a tradition that is now also consolidated in the other daily routines: cookery programmes. In Argentina, for example, Tramontina featured on the “Cocina del 9” programme presented by chef Ariel



La Cocina del 9

Rodríguez Palacios. In Bolivia it starred in “Día a Día con Sandra”, presented by Sandra Taborga. In Peru, the chosen programme was “Aventuras Culinarias”, from chef Gastón Acurio. While in Paraguay, the brand joined chef Rodolfo Angenscheidt, the presenter of the “Ricos & Sabrosos” programme. These actions didn't end in South



Ricos & Sabrosos

America. In Russia, Tramontina brought a special touch to Yelena Spirina's programme “Prosto Vkusno”, and in Latvia it appeared on “Esi Gardēdis”, presented by Liene Stepēna and Vlada Stolichnaya. All the programmes have high audience figures – which expands the stance that has been maintained in more than 120 countries.



Día a Día con Sandra



Aventuras Culinarias



Prosto Vkusno



Esi Gardēdis

## ¿Dónde estás Tramontina?

Showing consumers that Tramontina appears in all aspects of everyday life was the aim of the “¿Dónde estás Tramontina?” campaign launched in Mexico in 2011. The relaxed and informative campaign was divided into two stages. In the first stage, Mexican consumers were asked to take photos with a Tramontina product and send them to the [www.tienestramontina.com](http://www.tienestramontina.com) hotspot – with those accepting the invitation then being entered in a competition for a fully paid trip to Brazil. In the second stage the campaign showed that Tramontina is much more than a cutlery brand – being a partnership that is ready to assist people at home, at work, at leisure and at other good times of life.



### Cookware is the highlight in Latin America

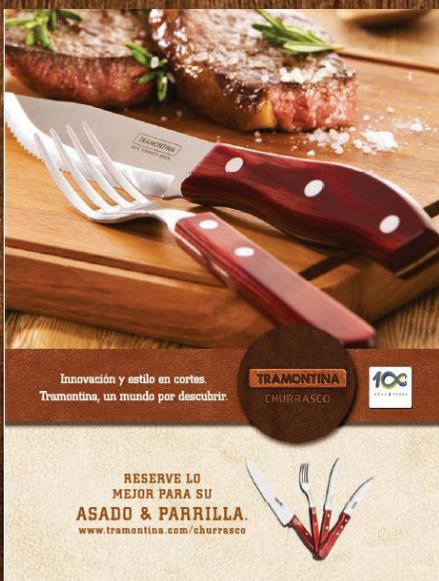
With 100 years of tradition, Tramontina has now become a reference for cookware. This is a position that is maintained with considerable investment, constant work on the development of new products and campaigns that help to bring new releases to the consumer. Several campaigns were organised in 2011 to expand the visibility of cookware in Latin America. In Bolivia and Paraguay the aim was to publicise the launch of the pressure cookers – a product line that is 100% safe and



with a colour range that goes with any kitchen. The campaign was a success. In El Salvador and Guatemala the focus was on the non-stick Starflon line, with commercials and magazine advertisements. In Bolivia, Chile and Paraguay the starring roles were taken by the stainless steel cookware. While in Ecuador and Peru the campaigns featured both product ranges at different times. Tramontina maintained a strong point-of-sale presence in all markets, coming into people's homes with uniquely designed cookware offering excellent performance and quality.

### Everyone loves a barbecue

The barbecue is universal. It varies in name and ways of preparation but is present in hundreds of places around the world as an opportunity for getting together with family and friends. This is what led to Tramontina's advertising campaign in Bolivia, Chile and Paraguay with a specific television commercial and a radio and magazine presence, together with point-of-sale material and other local media for publicising the launch of a new barbecue range suitable for all those moments.



Magazine advertisements

Television commercial

Tramontina PRO expands the boundaries of POS

Tramontina has been adopting a new tactic for promoting its Tramontina PRO range of professional tools in Latin America. This involves extensive trade-marketing actions at points of sale (POSs) coordinated with an increase in directed communication. The action involves 300 POSs and strengthens Tramontina's relationship with consumers in different Latin American countries, allowing them to know the PRO range of tools better and even to try them out. Traders,

representatives, retailers and wholesalers all work in synergy supported by offline and digital communication tools helping Tramontina to establish an even more intimate dialogue with its consumers. These marketing actions speak the local language and use channels for tool users to be able to interact better with the line. Feedback is most positive.



Hotsite



Point of sale



Billboard

A guaranteed presence in Haiti

Fulfilling its goal of an expanding presence in Latin America, Tramontina has been investing in several countries. One of these is Haiti, where the company ran a campaign to come even closer to Haitians. With eight billboards at strategic points in the country – five of which were in the metropolitan capital area of Port au Prince – the campaign valued Haitians' love of Brazil to forge closer ties between them and Tramontina. Clients also took part in an action distributing shirts to consumers.



Outdoor



A star role in architecture magazines

Decoration and architecture magazines were the chosen channel for publicising sinks, basins, hobs, ovens and extractor hoods in nine Latin American countries in 2011. Focusing on the brand's distinctive features and position, material was run in Argentina, Bolivia, Chile, Ecuador, Mexico, Nicaragua, Paraguay, Peru and Uruguay. The result has been a visible increase in trade and ever more satisfied distributors.



Advertisement



Truly Brazilian... in Russia

Russians love Brazil and its most popular traditions – football, Samba and coffee. This was the sentiment behind the development of campaigns in the Russian market in 2011, continuing an investment begun in 2010 and focused on the concept of “Truly Brazilian”, with items featuring a variety of colours and happiness. The items occupied space in high-circulation magazines in the professional and domestic segments and on billboards in the regions – principally in the towns of Yekaterinburg, Tchelyabinsk and Tyumen. There were also placements on the cable TV channel



Production of Internet cookery programme



Magazine advertisements

Kuhnya-Tv and a presence on the St. Petersburg and Novosibirsk metros. For the web, Tramontina developed a Russian site with information about the company and its products, as well as recipes and videos involving a local chef. It also created profiles on the country's most popular social networks – such as Odnoklassniki and Facebook, organising highly interactive competitions and prizes for consumers. Points of sale were not forgotten: Tramontina developed a range of material, such as stickers, banners, tags, T-shirts, gifts and leaflets to support sales by its local partners.

### The complete solution for the Iranian kitchen

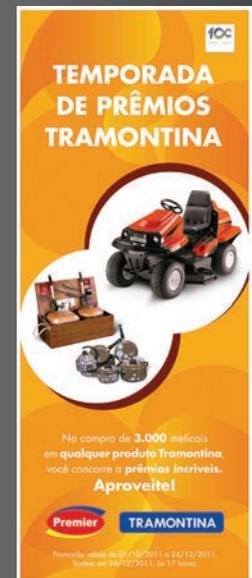
Knowing the highly demanding consumers in Iran, which excels in quality products, Tramontina developed a campaign for strengthening its brand name in the country and expanding its space in one of the most powerful markets in the Middle East. More than 60 advertisements were carried in eight magazines – promoting the brand as a complete solution for the Iranian kitchen.

Stars of the campaign were the premium cookware, cutlery, knife, and sink ranges. Even the Tramontina logo was adapted and translated into the Farsi alphabet – allowing local consumers to understand and pronounce the brand name correctly.



### A little bit of Brazil in Mozambique

There are many factors which connect Brazil with Africa: the happiness of the people, music, a passion for football, the lifestyle. That's without mentioning the language – as in the case of Mozambique. As a former Portuguese colony, the country speaks the same language and welcomes Brazil and its culture with open arms. Benefiting from this synergy, Tramontina carried out several marketing actions jointly with its local partner, the Premier Group Ltda. Media actions included advertisements in national newspapers and on radio and television networks. They also involved points of sale – through offers and promotions in the Premier Group's store.





# EVER further away

Tramontina spares no efforts in expanding its presence on the global stage. Growth in the foreign market is necessary and is always a way of taking its 100-year-old brand name to more people.

## Landing in China

Tramontina has arrived in China. Through a partnership established in 2010 with the distributor Hangzhou Great Star Industrial Co. Ltd, the brand has entered one of the most powerful world markets ready to offer the best solutions in the homeware segment. The main products on the Chinese market include cookware, cutlery, knives, utensils and wooden chopping boards aimed at consumers in classes A and B, with high purchasing power.

The sales strategy is focused on point-of-sale interactivity, offering exclusive spaces (shop in shop) inside department stores. The brand is currently present at seven Chinese sales points. Tramontina also took part in the Interior Lifestyle China trade fair in Shanghai, where it was awarded trophies for Best Green Style (for the Trix Cobre line) and New Brand of the Year.



From left: Renan Pradella, Lily Chi and Marcelo Mersoni



The United States cooks with Lyon Cookware



Granada

In 2011, Tramontina launched the Lyon cookware range in the United States. The products were adapted to the North American market and arrived in special packaging containing recipes and videos with usage guidelines. The cookware was also given distinctive colouring – with Granada, Safira and Ônix. The launch was celebrated in great style during a live demonstration on the TV Home Shopping Network (HSN), watched in around 96 million American homes.



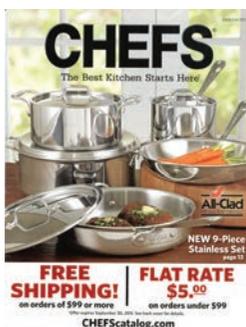
Lyon also shines in "Chefs Catalog" and on the web

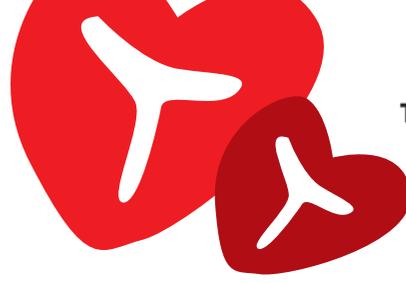
Lyon cookware also featured in the most recent addition of Chefs Catalog, one of the most respected shopping guides in the United States retail market. Available both in print and on the Internet, Chefs Catalog has been running since 1979 and is used as a home-ware sales guide for domestic cooks and cookery enthusiasts. At the same time, Tramontina has been promoting Lyon in direct e-mail campaigns – which help spread information about the products to the American market.



Sweeping up the American market

The leaf rake range is another new Tramontina feature in the United States. The product comes to North Americans through an initiative of Lowe's retail chain. To increase sales during the autumn, when there is an increased demand for leaf rakes the country, Lowe's created a special promotion in around 1,500 stores. The programme involved 100,000 leaf rakes the equivalent of more than 1,900 boxes – which were delivered in 36 containers in only four days.





### Closer to the Australian consumer

Since October 2011, Tramontina has had a presence in the Target chain, which is one of the biggest and oldest department stores in Australia. At the launch the chain offered Australian consumers 10 different products: Pressure cooker (6 litre), Century Knife block (five items), Polaris Knife block (five items), sharpening steel, kitchen scissors, deboning shears and four sundry knives from the Polaris Line – which was created based on the Cronos Line.



With the changes to its name, design and even packaging, Polaris unites the sobriety of the Tramontina brand with the “100% Happy” concept of the Target group – which today runs 290 stores in Australia.

The aim of the “Lovers” Line, developed especially for the Australian market, is to meet demand without devaluing the price of the Churrasco product range. Bringing together the cheaper items from the Churrasco Line with plastic cutlery, utensils and other everyday kitchen products, this line is another Tramontina success to fit all pockets.

### The “Lovers” line: a success for all pockets

The aim of the “Lovers” Line, developed especially for the Australian market, is to meet demand without devaluing the price of the Churrasco product range. Bringing together the cheaper items from the Churrasco Line with plastic cutlery, utensils and other everyday kitchen products, this line is another Tramontina success to fit all pockets.



### Oui, barbecue in France!

In a partnership with its French client Barbecue&Co, Tramontina organised a Brazilian churrasco barbecue in France. Consumers were invited to go to the Tramontina stand outside the client's store to taste the best of Brazilian barbecue. Promoters dressed in Barbecue&Co and Tramontina shirts and aprons explained the history of the churrasco, demonstrating how to cook the meat and presenting the features of the product range – allowing consumers themselves to cut the food and test the products in practice – all accompanied by Brazilian music, caipirinha cocktails and even manioc flour. A total of 1,500 consumers visited the stand and about a third of them purchased products from the Churrasco Line.

## A consolidated presence in the Balkans

Tramontina has been consolidating the presence of its main products in the Balkans since 2008 – especially in Croatia, Bosnia and Serbia. In partnership with the distributor Modelia, Tramontina is organising a series of promotional actions in the region, with showrooms of all the kitchen and table product ranges in Posusje, Bosnia and also in Zagreb, Croatia, and Belgrade in Serbia.



The efforts for capturing space in the Balkans follow a Tramontina brand publicity plan which includes television and magazine advertising, and results have been very positive. Tramontina cookware, cutlery and knives are now in the region's main retail chains – such as Konzum, Pevec, Metro, Mercator, Merkur and Delta. More than 1000 sales points in the three countries are taking the brand even further.

## Vitra sinks win over Iran

Tramontina has been expanding sales of its sinks to Iran in a partnership with the distributor Medhi Esmaeili. The work is focused on publicising the products and one of the key features is the Vitra Line. With its unique combination of glass and stainless steel and distinctive colour finishes, Vitra has won over the preferences of Iranian consumers and become highly accepted throughout the country. Sales of Vitra sinks grew by 120% in Iran in 2011 alone.



## New units in Latin America

In 2011 Tramontina began operations at a local sales office in Ecuador. With three employees, the office is situated at the heart of the new commercial area in Guayaquil and aims to increase trade and improve services to distributors in Ecuador.

The news doesn't end there. In August, Tramontina Colombia also acquired a new sales office. With more than 3,200 m<sup>2</sup>, the unit has rooms, showroom and stores – all made to measure for Colombian, Panamanian and Venezuelan clients.



The new Tramontina sales office in Ecuador

The new Tramontina Colombia unit



### Ecuador on the map for Mother's Day

With 47 stores in Ecuador, the Comandato chain joined forces with Tramontina to organise a special campaign for Mother's Day. The chain imported a total of 9,000 cookware sets to expand sales on the date when the people of Ecuador honour their mothers. And it also created a special combination of five-item cookware sets to promote the brand at Christmas. This was a deserved success for Comandato, which is one of Tramontina's main trading partners in Ecuador.



### Starflon with a touch of Ecuador

The Starflon cookware range acquired a made-to-measure design for the Ecuador market. Personalised packaging displayed pictures of the country's tourist points, and also included a local recipe book produced by the chef Santiago Granda, from Escuela de Los Chefs de Guayaquil. Tramontina launched an end-of-year advertising campaign, concentrating on TV broadcasters and magazines, to promote this new feature.



### A full tank and new cutlery in Colombia

Tramontina took part in the Terpel Coopec chain's promotional campaign, which involved more than 550 fuel stations throughout the country. Consumers filling their tanks at one of the chain's fuel stations were able to purchase Tramontina products such as teaspoons, spoons, forks, barbecue knives and knives from the Tradicional Line for just a token price. The action gained visibility on television and radio, and also through point-of-sale materials. The results were excellent: more than 4.8 million items were marketed at Terpel Coopec filling stations.



### Solidarity in the pan

An action organised in partnership with the Sodimac chain united creativity and solidarity in Chile. For 30 days Chilean consumers were able to take any brand of old cookware into Sodimac stores and exchange them for discounts on purchases of new Tramontina cookware. The action involved four models from the



Allegra Line. Satisfactory results meant that a total of 1,827 Allegra cookware items were sold. The items received in exchange were not wasted. They were all taken to a recycling company which processed the material and sold the steel as scrap. Profits from this action were passed on to a foundation for children with cancer, sponsored by the Sodimac Chain. This was an initiative that not only contributed to stronger sales figures but also to the brand's image for Chilean consumers.

### Altogether with Tramontina in Peru

Tramontina organised two promotions in Peru in partnership with the Plaza Veá chain which runs 50 hypermarkets throughout the country. Although launched at different times, the promotions followed the same pattern: on the purchase of any product worth more than 7 US dollars at Plaza Veá hypermarkets, consumers could take home certain Tramontina items for prices 40% lower than those at other Peruvian chains.



The first action involved knives from the Cronos Line, followed by 300,000 frying pans developed especially for the action. The Plaza Veá chain makes a point of giving these promotions visibility. In addition to TV and newspaper advertising and highlights on the gondolas, the company also awarded staff selling the most products – so that they would be completely committed to the initiative.



### Personalised plastic furniture: the breweries' preference

One of Tramontina's alternative client offerings is personalised plastic furniture. This option tends to have great acceptance among clients in the institutional market, who are looking for quality products for improving their services. Breweries are one example: several from around the world already have personalised Tramontina furniture. These include Cerveceria Boliviana (AmBev – Bolivia), with the Paceña, Huari and Taquiña brands; Cerveceria Dominicana (Dominican Republic), with the Presidente brand; and Indústria Atlântico Sul (AmBev – Guatemala), with the Brahma brand.



### Tramontina in the Mexican president's house

Tramontina wooden furniture brought a special touch to the July meeting between the Mexican president Felipe Calderón and government employees at Los Pinos, as the Mexican official residence is known. Such details reaffirm the quality of Tramontina products in different countries – and on the most varied occasions.



The Mexican president, Felipe Calderón Hinojosa, seated at the table with Humberto Moreira (left), president of the Partido Revolucionario Institucional (PRI), and Jose Francisco Blake Mora (right), government secretary. The furniture is made by Tramontina.

# A permanent dialogue with **ALL MARKETS**

One of Tramontina's constant strategies is to have a presence at the most important domestic and international trade fairs. These events are where the company interacts with its current and potential clients, strengthening a network of partners which has been indispensable for its growth over these 100 years, consolidating its image in its own country and expanding frontiers to satisfy its vocation as a global brand.

## Domestic fairs

### Gift Fair



### Kitchen & Bath



### Feicon



### Equipotel



Automec



Fiee Elétrica



Feimafe



Brasil OffShore



Casa Brasil



Fenasucro



Fiaflora Expo Garden



Expo Estádio



Gift Fair | Homeware  
March 14 - 17  
Expo Center Norte - São Paulo/SP

Feicon | International Construction  
Industry Fair  
March 15 - 19  
Anhembi - São Paulo/SP

Kitchen & Bath | International Kitchen and  
Bathroom Accessories and Products Fair  
March 22 - 25  
Transamérica Expo - São Paulo/SP

Fiee Elétrica | International Electricity, Power  
and Automation Industry Fair  
March 28 to April 1  
Anhembi - São Paulo/SP

Automec | International Auto Parts, Equip-  
ment and Services Fair  
April 12 - 16  
Anhembi - São Paulo/SP

Feimafe | International Machinery, Tools and  
Integrated Manufacturing Systems Fair  
May 23 - 28  
Anhembi - São Paulo/SP

Brasil OffShore | International Oil  
and Gas Industry Fair  
June 14 - 17  
Macaé/RJ

Casa Brasil | Architecture, Decoration  
and Design Fair  
August 2 - 6  
Parque de Exposições Alameda  
Fenavinho - Bento Gonçalves/RS

Fenasucro | Fair of Equipment and Tools  
for the Sugar and Ethanol Industry  
August 30 to September 2  
Centro de Eventos Zanini - Sertãozinho/SP

Equipotel | Hotel and Gastronomy Sector Fair  
September 12 - 15  
Anhembi - São Paulo/SP

Fiaflora ExpoGarden | International Landscaping,  
Gardening, Leisure and Garden Centre Fair  
September 22 - 25  
Anhembi - São Paulo/SP

Expo Estádio | Fair for the Stadium and Sports  
Facilities Infrastructure and Equipment Sector  
November 22 - 24  
Centro de Convenções Sul América - Rio de Janeiro/RJ

# International trade fairs

Ambiente | February 11 - 15, 2011 - Germany



International Home & Houseware Show | March 6 - 8, 2011 - United States



## Other international fairs:

Expo Abastur | August 30 - September 10, 2011 - Mexico

Expoferretera | September 1-3, 2011 - Mexico

Expo Cihac | October 18 - 22, 2011 - Mexico

Expoferretera Peru | June 23 - 26, 2011 - Peru

100 Showrooms | July 28 - 30, 2011 - Chile

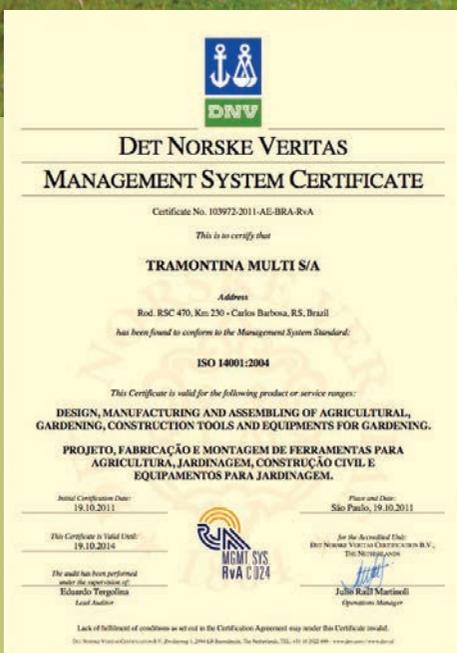
Expocruz | September 16 - 25, 2011 - Bolivia

Expoferretera Argentina | September 1 - 4, 2011 - Argentina

# ACTING TODAY

always aware of tomorrow

Acting with social responsibility, honouring commitment to the environment and investing in people have been Tramontina values since it began, 100 years ago. These actions are where the company finds support for building a promising future with a fairer, balanced and sustainable society.



## Tramontina Multi receives ISO 14001:2004 certification

In October 2011 Tramontina Multi was awarded certification for its Environmental Management System based on ISO 14001. The certification reinforces the idea that Multi is a company aware of environmental conservation and sustainable development governed by the objectives of the Management System Policy reinforced daily:

- Compliance with legal requirements related to environmental issues, contributing to sustainable development.
- Preventing environmental impact by reducing waste generation and the use of natural resources by continuous improvement to industrial processes and practices.
- Constantly reducing costs and improving quality, creating profit which is a source of development and satisfaction for shareholders, staff and society.
- Offering clients and consumers high quality products at low cost.



Planting a better world

On September 21, when Brazil celebrates the Day of the Tree, Cutelaria promoted the distribution of tree seedlings. On this day the team received native plant seedlings and was responsible for planting them in the gardens of their homes, cottages and even in public spaces – such as streets, squares and parks. A total of 2,100 seedlings of different species, such as Ipê Amarelo, Cerejeira, Pitangueira and other trees were distributed.



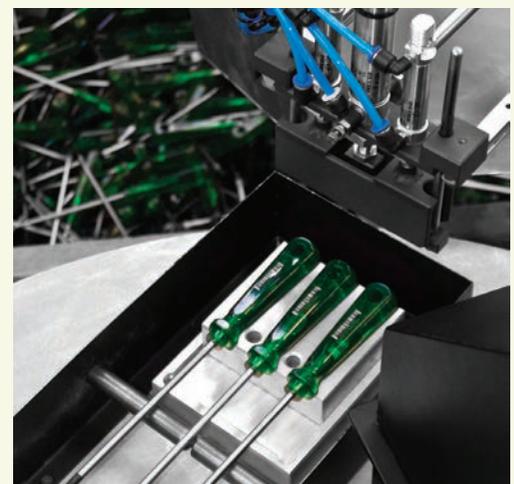
For the price of a smile

One of the actions at the Farroupilha unit involves the creation and development of the Seeding Smiles Project, which brings dental treatment to 6 to 16-year-old children and teenagers in need in its home town of Farroupilha. This initiative is a partnership with the Senador Teotônio Vilela Occupational Centre, and involves a general dentist offering basic dental care guidance, together with an orthodontic specialist. Appointments take place in the company's own dental clinic on the days when it is not used by staff and their dependents. The project aims to restore the rights of everyone to feel equal through the simple fact of being able to smile and having the security to find their place in society.



Garibaldi invests in technology to reduce environmental impact

The Garibaldi unit is investing in technology to reduce the environmental impact of its activities. The plant has acquired two German laser-marking machines – which removes the need for the use of chemicals and solvents in marking screwdrivers. Together they have the capacity for marking up to 800,000 items per month, enough to replace the old tampography marking system which used around 200 kg of paint and 300 litres of solvents per year, and improving the working environment now that staff are no longer exposed to the gases generated by the old process.



# Made for GOOD SERVICE

In Brazil and abroad, Tramontina has an extensive structure for attending its clients with the utmost dedication. This is a relationship that has strengthened over time and the work of several commercial offices and teams with a common mission of pleasing clients wherever they may be:

## TRAMONTINA BRAZIL

### Distribution Centres

#### **Tramontina Sudeste S.A.**

Av. Aruanã, 684 – Tamboré  
06460-010 – Barueri/SP  
Tel.: (11) 4197 1266  
Commercial director: Darcy Galafassi  
Corporate director: Cesar Vieceli

Administrative Manager: Marino Silveira  
Homeware Sales Manager: Valmir Beneduzi  
Tools/Electrical Materials Manager:  
Antonio Pedrucci  
Home Sales Manager: Julio Baldasso  
Business Sales Manager: Luiz Pedro Bavaresco

#### **Tramontina Sul S.A.**

Rua Garibaldi, 308 – Centro  
95185-000 – Carlos Barbosa/RS  
Tel.: (54) 3461 7700  
Administrative Manager: Paulo Fantinelli

#### **Tramontina Nordeste S.A.**

Rodovia BR-324, Km 17, s/no – CIA  
43700-000 – Simões Filho/BA  
Tel.: (71) 3215 8266  
Administrative Manager: José O. Nosini  
Sales Manager: Marcelo Bregagnol

#### **Tramontina Norte S.A.**

Distrito Industrial de Icoaraci  
Av. Principal, 700 – Setor C  
Quadra 2 – Lotes 3 a 8  
66815-590 – Belém/PA  
Tel.: (91) 4009 7700  
Administrative Manager: Vinícius Baccon  
Sales Manager: André Guerra

#### **Tramontina Planalto S.A.**

Rua Bom Sucesso, 51 – Ipiranga  
74453-050 – Goiânia/GO  
Tel.: (62) 3272 2100  
Administrative Manager: Rodrigo Maria  
Sales Manager: Breno Zandonai

### Regional Sales Offices

#### **Porto Alegre Tramontina Sul S.A. – Porto Alegre Branch**

Rua General Neto, 594 – Floresta – 90560-020 – Porto Alegre/RS  
Tel.: (51) 2101 5000  
Sales Manager: Clovis Gusso

#### **Curitiba Tramontina Sul S.A. Curitiba Branch**

Rua Padre Anchieta, 1.923 – 16º andar  
Bigorriho – 80730-000 – Curitiba/PR  
Tel.: (41) 2111 9110  
Sales Manager: Sérgio Camini

#### **Rio de Janeiro Tramontina Sudeste S.A. Rio de Janeiro Branch**

Av. Henrique Valadares, 23  
Salas 801/802 – 20231-030  
Rio de Janeiro/RJ  
Tel.: (21) 2224 5004  
Sales Manager: Ari Baldasso

#### **Belo Horizonte Tramontina Sudeste S.A. Belo Horizonte Branch**

Av. Uruguai, 21 – 13º andar – Sion  
30310-300 – Belo Horizonte/MG  
Tel.: (31) 3223 4026  
Sales Manager: Agenor Possamai

#### **Recife Tramontina Recife S.A.**

Av. Barão do Bonito, 110 – Bloco A  
Várzea – 50740-080 – Recife/PE  
Tel.: (81) 3454 8800  
Sales Manager: Jandir Casagrande  
Sales Manager Tools:  
Vitor Hugo Meneghetti



## TRAMONTINA INTERNATIONAL

**Tramontina Argentina S.A. (TAR)**

Manuel Ugarte 1694, Dep. 4 – Barrio Belgrano – Capital Federal – Argentina, Postcode: C1428BRD  
Tel.: 54 (11) 6998 8682  
General Manager: Fabrício S. Moriggi

**Tramontina de Chile Ltda. (TCHILE)**

Manuel Montt, 37 – Oficina 406 Comuna de Providencia – Santiago – Chile  
Tel.: 56 (2) 264 0500  
General Manager: Jandir Brock  
Administrative Manager: Karen Deichler Piñero  
Sales Manager: Leandro Conzatti

**Tramontina de Colômbia E.U. (TECOL)**

Km 1,5 Vía Siberia  
Parque Empresarial Arcos de Cota Manzana B, Bodega 4 y 5 – Potrero Chico – Cota (Cundinamarca) – Bogotá – Colombia  
Tel.: 57 (1) 623 4500  
General Manager: Martha Inés Aguirre

**Tramontina del Ecuador S.A. (TECUADOR)**

Parque Empresarial Colón, Edificio Coloncorp Piso 2 – Ofic. 210 – Guayaquil – Ecuador  
Tel.: (5934) 213 6422  
General Manager: Jeferson Bonetti

**Tramontina de México S.A. de C.V. (TEMEX)**

Av. de La Palma, no 8, Torre Acqua, 1º piso – Col. San Fernando la Herradura (Interlomas) Huixquilucan, Estado de Mexico C.P. 52787 – Mexico  
Tel.: 52 (55) 5950 0470  
General Manager: Adilson Formentini  
Administrative Manager: Cristina B. Formentini  
Sales Manager: Felipe San Germán

**Tramontina Design & Services, Inc. (TDS)**

12955 West Airport Blvd. – Sugar Land, Texas – 77478-6119 – USA  
Tel.: 1 (281) 340 8400  
General Manager: Regina Ribeiro Galafassi

**Tramontina France S.A.R.L. (TFRANCE)**

75 Avenue Parmentier – F75544 – Paris Cedex 11 – France  
Tel.: 33 (1) 4021 4222  
General Manager: Guilherme Mantovani

**Tramontina Germany GmbH (TGERMANY)**

Kamekestr. 21 – 50672 Cologne – Germany  
Tel.: 49 (221) 7789 991 - 0  
General Manager: Rogério Finger

**Tramontina del Peru S.A.C. (TPERU)**

Av. Canaval y Moreira, 385 Piso 5 – Corpac – San Isidro, Lima 27 – Peru  
Tel.: 51 (1) 421 2135  
General Manager: Carlos Alberto Grisales Vásquez  
Sales Manager: Vanderlei José Dilli

**Tramontina UAE LLC. (TDUBAI)**

Dubai Investments Park P.O. Box 28924 Dubai – UAE  
Tel.: 971 (4) 885 3136 – 885 3173  
General Manager: Paulo Feyh  
Administrative Manager: Eduardo Cansan

**Tramontina USA, Inc. (TUSA)**

12955 West Airport Blvd. – Sugar Land, Texas – 77478-6119 – USA  
Tel.: 1 (281) 340 8400  
President: Antonio J. Galafassi  
Vice-President: Luiz Renato Sganderlla  
Sales Manager: Irineu Baldasso

**TUSA-HK Ltd. Guangzhou Representative Office**

17 I, City Development Building, 189, Tiyuxi Road, Tianhe Guangzhou – 510620 – P.R. of China  
Tel.: 86 (20) 3879 6245  
General Manager: Carol Lu  
Supplies Manager: Gilberto Pasini



# THE PILLARS

## of Tramontina

A company like Tramontina cannot cease to grow. It needs always to be alert to new factories, new products and new ideas to be able to provide constant client satisfaction. That means being aware that factories are more than corporate ventures – they are also the pillars for work and the development of society.

## Management

### Tramontina Central de Administração Ltda.

- Clovis Tramontina
- Eduardo Scomazzon
- Ildo Paludo
- Inácio Chies
- Ivo Tramontina
- Joselito Gusso
- Ruy J. Scomazzon

### Tramontina Belém S.A.

- Antonio Pagliari
- Artur Denicol
- Luiz Ongaratto

### Forjasul Canoas S.A.

- Ademir A. Pedruzzi
- Maria Inês Pradella
- Roberto Manfroi

### Tramontina S.A. Cutelaria

- Ademir Beal
- José Paulo Medeiros
- Marcos A. Grespan
- Osvaldo J. Steffani

### Tramontina Delta S.A.

- Domingos Nizzola
- Rui Baldasso

### Forjasul Eletrik S.A.

- Paulo H. Dahmer
- Roberto L. Aimi

### Tramontina Farroupilha S.A.

- Darci Friebel
- Lourival Dalmás
- Mário Bianchi
- Valter Cousseau

### Tramontina Garibaldi S.A.

- Domingos Nizzola
- Felisberto F. Moraes
- Marcos Parodes
- Valdir Baú

### Forjasul Madeiras S.A.

- Domingos Nizzola
- Roberto L. Aimi

### Tramontina Multi S.A.

- Guido P. Sganderla
- Nestor Giordani
- Odair Borsoi
- Sônia Denicol Deitos

### Tramontina Teec S.A.

- Felipe Lazzari
- Giovane Capitani
- Riccardo Bianchi

## Factories

### Tramontina S.A. Cutelaria

- Founded: 1911
- Location: Carlos Barbosa/RS
- Premises: 242.000m<sup>2</sup>
- Staff numbers: 2.201
- Production: kitchen knives, sports knives, professional knives, machetes, pocket knives, everyday cutlery, kitchen utensils, cookware, non-stick frying pans and baking trays, skewers and scissors



### Forjasul Canoas S.A.

- Founded: 1959
- Location: Canoas/RS
- Premises: 25,630m<sup>2</sup>
- Staff numbers: 165
- Production: vices, sledgehammers, axes, cargo hooks, forged products to order and electrical hardware for power transmission cables



### Tramontina Garibaldi S.A.

- Founded: 1963
- Location: Garibaldi/RS
- Premises: 65,000m<sup>2</sup>
- Staff numbers: 599
- Production: professional tools for industrial and motor maintenance and the building trade



### Tramontina Farroupilha S.A.

- Founded: 1971
- Location: Farroupilha/RS
- Premises: 80,000m<sup>2</sup>
- Staff numbers: 677
- Production: stainless steel cookware, tableware, cutlery and kitchen utensils



### Forjasul Eletrik S.A.

- Founded: 1976
- Location: Carlos Barbosa/RS
- Premises: 24,000m<sup>2</sup>
- Staff numbers: 322
- Production: sockets, switches, trunking, extensions, conduit boxes, electrical conduit accessories, weatherproof equipment, components for power transmission cables and injected aluminium items to order



### Tramontina Multi S.A.

- Founded: 1981
- Location: Carlos Barbosa/RS
- Premises: 83,108m<sup>2</sup>
- Staff numbers: 712
- Production: tools for gardening, farming and the building trade



### Tramontina Belém S.A.

- Founded: 1986
- Location: Belém/PA
- Premises: 54,642m<sup>2</sup>
- Staff numbers: 387
- Production: garden furniture, tool handles and wooden household items



### Forjasul Madeiras S.A.

- Founded: 1990
- Location: Encruzilhada do Sul/RS
- Premises: 24,000m<sup>2</sup>
- Staff numbers: 159
- Production: shelving, panels, ironing boards, trays and wooden furniture components



### Tramontina Teec S.A.

- Founded: 1996
- Location: Carlos Barbosa/RS
- Premises: 47,500m<sup>2</sup>
- Staff numbers: 200
- Production: sinks, basins, ovens, laundry sinks, extractor hoods, hobs, bins and accessories



### Tramontina Delta S.A.

- Founded: 1998 Location: Recife/PE
- Premises: 22.520m<sup>2</sup>
- Staff numbers: 223
- Production: injected plastic tables and chairs





TRAMONTINA