

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K
CURRENT REPORT

OMB APPROVAL
OMB Number: 3235-0060 Expires: March 31, 2014 Estimated average burden hours per response. . . 5.0

Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported) **September 14, 2011**

TRIMAS CORPORATION
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction
of incorporation)

001-10716
(Commission
File Number)

38-2687639
(IRS Employer
Identification No.)

39400 Woodward Avenue, Suite 130, Bloomfield Hills, Michigan
(Address of principal executive offices)

48304
(Zip Code)

Registrant's telephone number, including area code **(248) 631-5400**

Not Applicable
(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 7.01 Regulation FD Disclosure.

On September 14, 2011, TriMas Corporation (the "Corporation") hosted an Analyst Day at its Rieke Packaging Systems Auburn facility located at 500 W. 7th Street, Auburn, Indiana. A copy of the presentation is attached hereto as Exhibit 99.1, and will be available on the Corporation's website at www.trimascorp.com under the Investor Relations section.

The information furnished pursuant to this Item 7.01, including Exhibit 99.1, shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act") or otherwise subject to the liabilities under that Section and shall not be deemed to be incorporated by reference into any filing of the Corporation under the Securities Act of 1933, as amended or the Exchange Act.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits. The following exhibits are furnished herewith:

<u>Exhibit No.</u>	<u>Description</u>
99.1	Rieke Packaging Systems Analyst Day - September 14, 2011

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

TRIMAS CORPORATION

Date: September 14, 2011

By: /s/ Joshua A. Sherbin
Name: Joshua A. Sherbin
Title: Vice President, General Counsel and Corporate Secretary



Rieke Packaging Systems Analyst Day

September 14, 2011

NASDAQ • TRS

Forward Looking Statements

Any “forward-looking” statements contained herein, including those relating to market conditions or the Company’s financial condition and results, expense reductions, liquidity expectations, business goals and sales growth, involve risks and uncertainties, including, but not limited to, risks and uncertainties with respect to general economic and currency conditions, various conditions specific to the Company’s business and industry, the Company’s substantial leverage, liabilities imposed by the Company’s debt instruments, market demand, competitive factors, the Company’s ability to maintain compliance with the listing requirements of NASDAQ, supply constraints, material and energy costs, technology factors, litigation, government and regulatory actions, the Company’s accounting policies, future trends, and other risks which are detailed in the Company’s Annual Report on Form 10-K for the fiscal year ending December 31, 2010, and in the Company’s Quarterly Reports on Form 10-Q. These risks and uncertainties may cause actual results to differ materially from those indicated by the forward-looking statements. All forward-looking statements made herein are based on information currently available, and the Company assumes no obligation to update any forward-looking statements.

This presentation is not intended to update or reaffirm the outlook provided on July 28, 2011 as part of the TriMas Second Quarter 2011 Earnings materials.

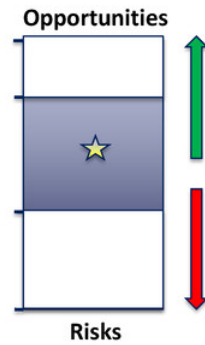




Opening Remarks – Dave Wathen, TriMas CEO

Business Environment

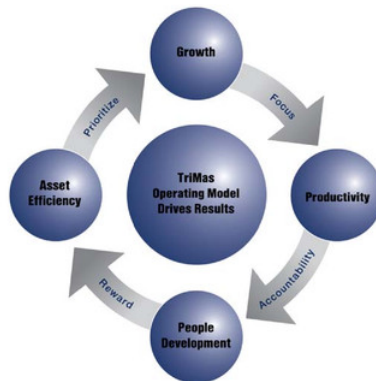
- Management processes proven through the cycle
- “Choppy” demand levels; unclear macro-economics
- Constant attention to capture opportunities and mitigate risks
- Experienced, expert management teams at SBUs
- Diversified...Some end markets showing upside, some downside
- Positioned for fast responses to customer needs
- Productivity and continuous improvement are core to TriMas



Strategies in place remain consistent.

Strategic Aspirations

- High single-digit top-line growth
- Earnings growth faster than revenue growth
- 3% to 5% of total gross cost productivity gains annually – utilize savings to fund growth
- Invest in growth programs that deliver new products, new markets and expanded geographies
- Increase revenues in fastest growing markets
- Ongoing improvement in capital turns and all cycle times
- Continued decrease in leverage ratio



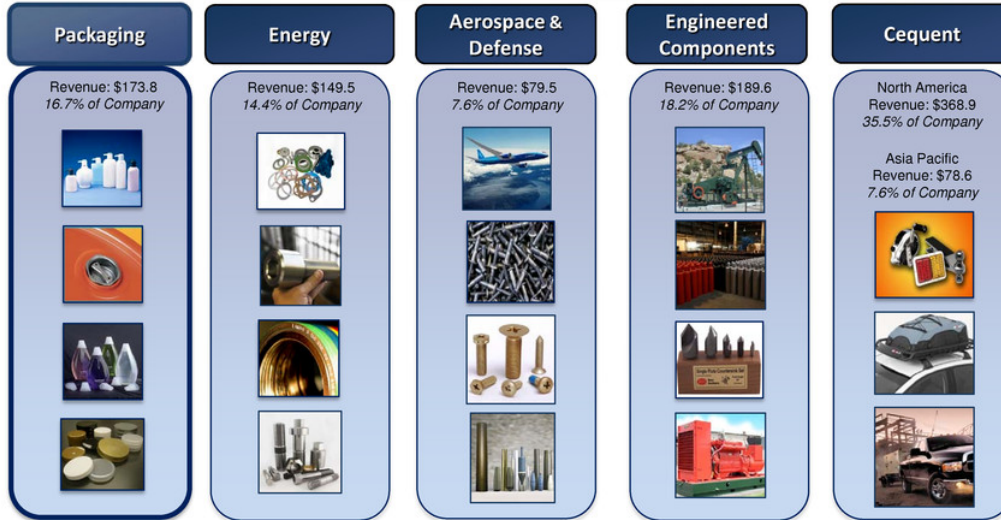
Strategic aspirations are the foundation for 2012.

Balanced Diversification

(\$ in millions; from continuing operations)



6/30/11 LTM Revenue: \$1,039.9



Engineered product portfolio with diverse end markets.

Note: All figures are as 6/30/11 on a last 12 months (LTM) basis.

Rieke Introduction

- Strong management team
- Innovative spirit
- Long-term customer relationships
- Global footprint
- Proven track record of growth and margin expansion

Core growth platform for TriMas.





Lynn Brooks – President, Rieke Packaging

Packaging Overview

- Diverse products designed to enhance customers' ability to store, transport, process and dispense



Packaging Overview



Industrial Closure Systems

(Approx. 60% of historical segment revenue)

- Products include:
 - Steel and plastic closure caps
 - Drum and pail closures
 - Rings and levers
- End markets include:
 - Industrial chemicals
 - Agricultural chemicals
 - Sanitary and cleaning chemicals
 - Petroleum
 - Paints and solvents

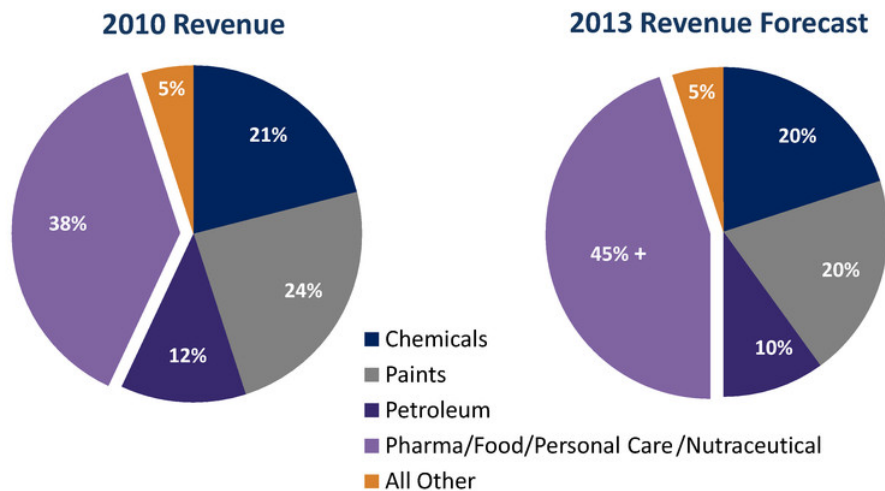


Specialty Systems

(Approx. 40% of historical segment revenue)

- Products include:
 - Dispensing systems such as pumps, foamers and specialty sprayers
 - Plastic closures for dry products
- End markets include:
 - Pharmaceutical/medical
 - Food
 - Beverage
 - Personal Care
 - Nutraceutical

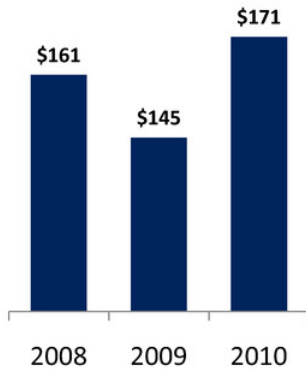
Approximate Revenue by End Market



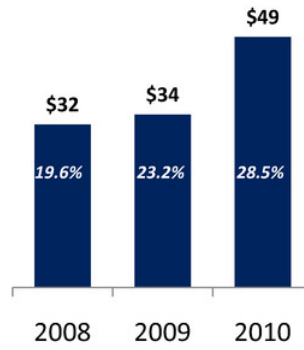
Packaging Financial Overview

\$ in millions

Net Sales



Operating Profit⁽¹⁾ and Margin



⁽¹⁾ Operating Profit excludes Special Items of \$62.9 in 2008 and \$0.6 in 2009

Consistent profitability despite economy.

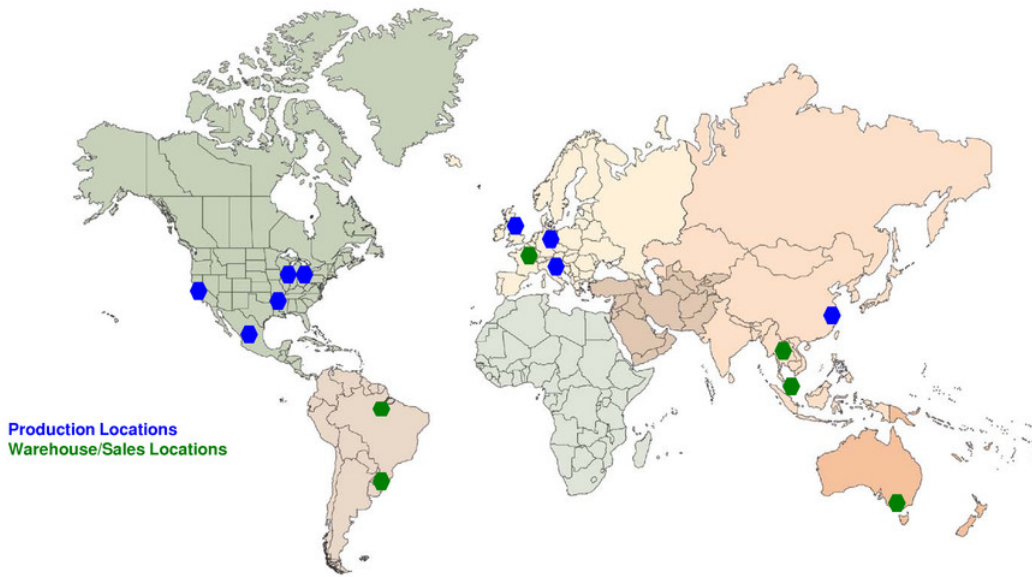


Culture of Productivity

- Target “3x salary” in incremental profit to justify new hires
- Constant review of cost footprint
- Re-engineering products and specs
- Ability to obtain fixed cost leverage
- Realize acquisition synergies

Ability to fund growth and support business expansion.

Current Geographic Footprint



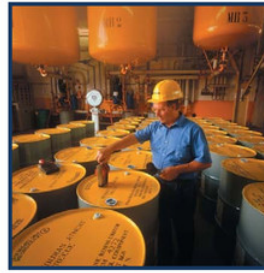
Rieke is a global business and will continue to expand geographic coverage.

How Does Rieke Differentiate?

- Customized solution – focus on customer needs and application vs. one size fits all
- Intellectual property
- Significant technical support and engineering
- Speed and delivery advantages – start to finish time
- Broader geographic presence

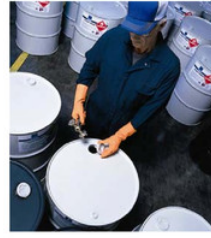
Industrial Closures

- Rieke historically focused on closures for industrial customers – since 1921
- No. 1 or No. 2 market share in most industrial products in North America and Europe
- End user specifications “pull” demand
- 90% of revenue is specified
- Intellectual property coverage on approximately 60% of product sales
- Equipment in place at customer for insertion/closure
- Major end users include:



Industrial Closures

- Historical margins consistent with specialty system products
- Slower growth business – moves with industrial GDP
- Continue to maintain/grow market share
- Ensure products have barriers to entry/intellectual property
- Continue to capture productivity



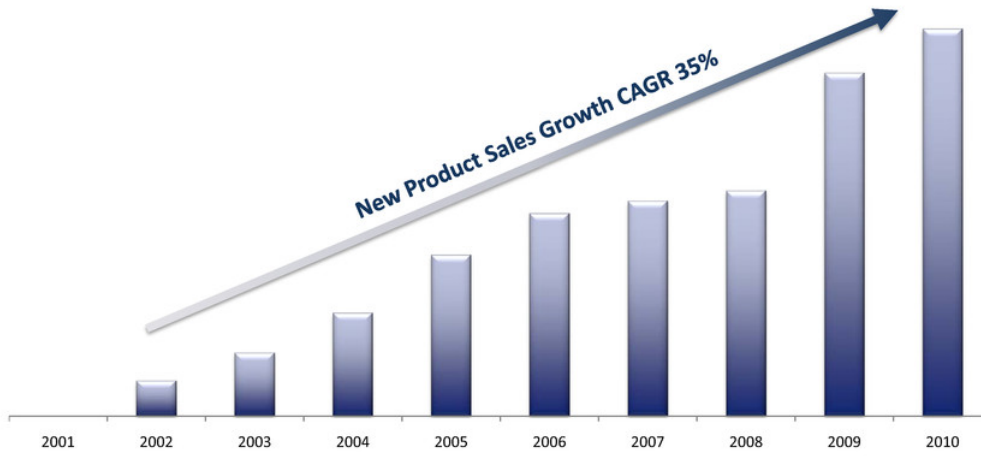
More significant growth opportunities in specialty systems and geographic expansion.

Growth Strategies

- Target specialty dispensing and closure products into higher end growth markets
 - Pharmaceutical, medical, food, beverage, nutrition and personal care
- Focus on Asian market and begin to cultivate other geographic opportunities
 - China, Southeast Asia, South America
- Consider value-add, bolt-on acquisitions
- Capture market first, then maximize profitability
- Increase low-cost country sourcing and manufacturing

Track Record of Growth in New Products

Actual New Product Sales



Proven model for product development and growth.

Specialty Systems Market – North America

- Specialty dispensing in North America
 - Focus has been on pharma, personal care, food and beverage markets
 - More than 70% of sales are covered via IP
 - 2010 sales were approximately \$40M, while target markets exceed \$500M and are growing in North America
 - Major end users include:



Specialty Systems Market – Europe

- Specialty dispensing products in Europe
 - Dispensing is more than half of Rieke sales in Europe
 - Leverage Rieke locations in France, Germany, Italy and the United Kingdom
- Target market for specialty systems in Europe is approximately \$500M
- Major end users include:



englass Rieke ITALIA s.r.l. STOLZ



Elizabeth Arden



Boots



L'ORÉAL PARIS



Specialty Systems Market – Asia

- Market in transition from supply base to customer base
- Manufacturing facility in Asia
 - Low cost, high quality
- Started sales and business development effort in 4Q09
 - Focused on China, Indonesia and Southeast Asian markets
 - Expect to double 2011 sales in 2012
 - Potential market size for Rieke custom products is more than \$500 million and growing
 - Committed to investing in Asian expansion



Bolt-on Acquisition Strategy

Bolt-on acquisition criteria:

- Provide new products, new markets
- Markets similar to our focus
- Intellectual property coverage
- Ability to leverage Rieke's footprint to capture incremental revenue
- Accretive – financials make sense

Innovative Molding Acquisition



- Manufacturer of plastic closures for bottles and jars located in California and Arkansas (primarily regional focus)
- Produces 360 million caps per year ranging in size from 28mm to 120mm
- Holds numerous patents on closures, container finishes, molds and tooling
- Customer base provides Rieke greater access to the food and nutrition industries
- Generated approximately \$28 million in revenue for 12 months ended May 31, 2011

Expanding our product portfolio to better meet our customers' needs.



Innovative Molding Video



Innovative Molding Strategy

- Cross sell products of both companies
- Leverage Rieke's assets to expand customer base
 - Targeting Midwest and Southeast United States
- Potential opportunities in Mexico and China; reviewing South America and Europe
- Potential cost efficiencies can be significant
- Potential introduction of smaller diameter closures

Summary

- Continue to focus on higher growth market sectors
- Maintain our position in industrial products
- Own our technology
- Innovate
- Expand geographically
- Pursue bolt-on acquisitions
- Continue to reduce costs and generate productivity



Questions & Answers

