

MONROE B. SCHARFF & COMPANY, INC.

40 EAST 49TH STREET NEW YORK, N. Y. 10017 TEL: 212 PLAZA 2-6210

CONTACTS: Robert J. Stone  
and  
Elliott J. Echelman

FOR: SWISS PAVILION WATCH EXHIBITORS, INC.  
730 Fifth Avenue  
New York, New York 10019

SWISS COMBINE AUTOMATION AND CRAFTSMANSHIP  
TO ASSURE TOP TECHNICAL CONTROL IN WATCH MANUFACTURE

Automation and traditional craftsmanship combine to assure top quality control in today's Swiss-made watch.

The word "Swiss" on a watch face has always meant quality to most people. However, it still evokes in many minds an image of a master craftsman, with centuries-old skills bred into his fingers, laboring at a workbench and painstakingly manipulating an assortment of miniscule parts.

That mental picture represents only a small part of the real one.

A more revealing picture includes the significant innovations made by some of the nearly 600 Swiss watch firms, some of which manufacture a complete watch, others being exclusively parts manufacturers. The latter sells parts to firms that are watch assemblers.

The fact is that the introduction of specially designed micro-engineering machinery and equipment, much of it partially or fully automated, for parts fabrication in these "vertical" plants of Switzerland's watch industry has made possible the manufacture of timepieces, in a wide price range, that surpass the largely handcrafted product in durability and accuracy.

- more -

As a matter of fact, the same Swiss technological know-how and precision craftsmanship that has earned the Alpine nation its 400-year-old reputation for fine watches has gone into the machine tools, dies and specialized machinery now responsible for the industry's quality time instruments.

In effect, the many skilled man-hours saved by the machines in the manufacture of parts for a watch (one of standard quality has a minimum of 125 components exclusive of case) are "re-invested" in technical control testing during the assembly process.

The major role of advance industrial methods in the manufacture of a precision-engineered Swiss watch covers most of the 500 to 1300-plus production operations (depending on the grade of watch) and many of the 400 to about 700 assembly and regulating steps.

All parts are tested and re-tested before assembly, and checks are made during assembly stages. The complete timepiece is subjected to the most exhaustive testing procedures.

The critical contribution of Switzerland's super-skilled watch technicians is concentrated in the assembly and testing operations.

There, the work of the machine is minutely monitored, and the product acquires the custom-made character with which the Swiss watch has always been identified.

According to the Watchmakers of Switzerland Information Center Inc., an industry trade association, the tandem role of automation and traditional craftsmanship in the manufacture of watches has resulted in a precision product superior to what can be produced by either process.

# # #