



Company Profile

We make your watches tick

tock

tick

tock

“

Time is our passion; we are proud to manufacture the *heart of the watch* with *Swiss precision*.

”

FABIEN SCHIRMER
CEO



CEO Fabien Schirmer is the third generation to lead the traditional Swiss family company.

Since my grandfather William Mosset founded the company, we have been completely dedicated to time. As my experience grows, so does my awareness of the limited time available – be it for career, family and friends, commitments or free time. Yet a second always remains a second and each one is unique. More than ever, we need to make the most of our precious time. For me, it is a privilege to lead Ronda and to realize new strategies with the teams. In a way, the launch of our mechanical movements represents a return to our roots, as they stand for a world that is “unconnected” – independent. And it is the continuation of our independence that we will also be focusing on in the future: we take care of the heart of the watch, because time is our passion!

13
minutes

Swiss movements enjoy an excellent reputation and are protected by law. Our movements are the ticking core of well-known brand watches around the globe.

Company

- Founded 1946
- Independent family business
- Managed by the third generation
- Headquarters in Lausen/Switzerland

Ronda Team

- More than 1000 employees from over 17 nations in a wide range of professions

Products and services

- Mechanical and quartz watch movements, gearboxes, components
- Swiss watch assembly by customer order

Customers

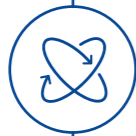
- Manufacturers of well-known brand watches in the fashion and luxury segments around the globe

Customer focus and service

- Support in product development
- Market-oriented solutions
- Great flexibility and short response times

Stay connected

- @rondagroup
- #rondamovement
- ronda.ch



Swissness

As one of the world's largest manufacturers of mechanical and high-precision quartz movements, we attach great importance to Switzerland as a location. Our offer also includes gear-boxes – micro motors – for hybrid smart watches, components as well as Swiss Parts movements, which are assembled in Thailand.



The Ronda Group headquarters in Lausen comprises the divisions Technology, Operations, Commerce and Finance.



+7
hours

Ronda Hong Kong

In Asia, the first subsidiary was founded in 1972. At the end of the 1980s, the Swiss Parts movement assembly operations were transferred to the new production site in Thailand.

Today, the Asian sales hub of the Group is located in Aberdeen and primarily serves markets in Asia, the Middle East and the USA.

→ The time difference of the southern Chinese metropolis – here represented by the skyline of Hong Kong Island – to CET is +7 hours.



1946

Foundation of the company, production of components for third-parties mechanical watches.

The first factory building is constructed in Lausen. Ronda's name is inspired by the term "arrondir", which is commonly used for grinding pivots.



1961

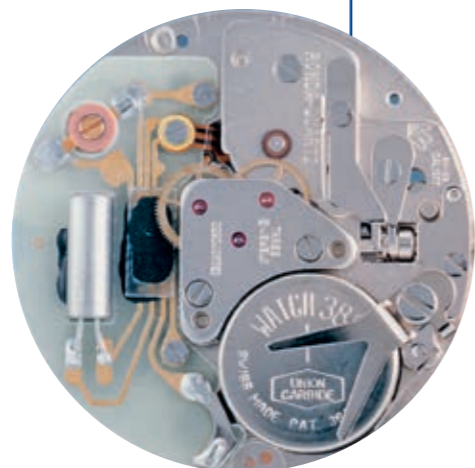
First mechanical movement from Ronda

The assortment of anchor and Roskopf blank movements, e.g., escape wheel, axis and balance, is also produced in-house.

1929

Pioneering spirit and ground-breaking invention

William Mosset develops a tool, that can punch 32 holes into a pillar plate in a single operation.



1972

Ronda Hong Kong

Thanks to newly emerging markets, Ronda gained an early foothold in the Far East. Swiss Parts movements were first assembled under the British crown.

1980

Fashion accessory instead of luxury item

The high-precision quartz movements became established worldwide in the 1980s.

1985

Unexpected death of William Mosset

The second generation, his children Elisabeth Schirmer and Erich Mosset, take over the responsibility.



1974

Quartz technology takes hold

Seeing the potential, Ronda develops the first quartz movement early on.



1991

Quartz offer

The range of basic products and specialties is constantly being expanded.



1990

Expansion to Thailand

As a result of price pressure, a new subsidiary is established in Thailand and Swiss Parts movement assembly is transferred from Hong Kong.

1998

Thailand grows

Thanks to successful market penetration, capacities at the Bangkok site can also be expanded and a second production facility is built.

2007

Turned parts in the Swiss Jura

For strategic reasons, Ronda takes over its long-time partner Zwahlen SA.

2003

Startech – a revolution

Thanks to their modularity and diversity the newly launched 5000 series chronographs are taking the market by storm and are becoming bestsellers.



2017

Third generation

With CEO Fabien Schirmer another generation is at the helm of the Swiss family business.



2016

Ronda ticks mechanical again

The "Mechanicals" line with caliber R150 heralds the return of Ronda-branded mechanical watch movements after more than 30 years.





Ronda

Swiss Headquarters
Production of Components
Technology, Operations,
Commerce, Finance



Ronda Hong Kong

Sales Office
Customer service and technical support
provided by a highly dedicated team



Ronda Thailand

Swiss Parts Movement Assembly
Production of Components
Production of various components
with Swiss technology



Zwahlen

Turned Parts
Precision turning for the
watch industry using
advanced technology



Farone

Swiss Made Movements
Swiss Made movement assembly
– quartz and mechanical –
with most modern infrastructure



Ronda Time Center

Swiss Made Watches
Assembly of the coveted “Swiss Made”
watches for brand manufacturers worldwide



14
years

The average length of service of our employees
at the various sites is more than 14 years.



Timekeeper and Escapement
 Who can resist the fascination of a mechanical watch? The fast and precise oscillation of the balance wheel with its spring magically attracts the eye of the beholder.

Each product should allow our customers to distinguish themselves in the market. Our focus is only right when we make their benefit and satisfaction the center of our attention.

There are many stages between the creation of a movement and its market launch, and the complexity of the sometimes microscopic components is extremely impressive. Engineering and design go hand in hand. Even though the heart of a watch often receives little attention, it is precisely its functions and their arrangement on the dial that decisively determine the appearance of the finished timepiece. Our team pairs technology-savvy specialists from a wide range of disciplines who develop tomorrow's innovative products. Depending on the technology required for the project, we also work with different partners.



“ *Customer benefit* defines the beginning of a project; the *precision of our movements* marks the end. ”



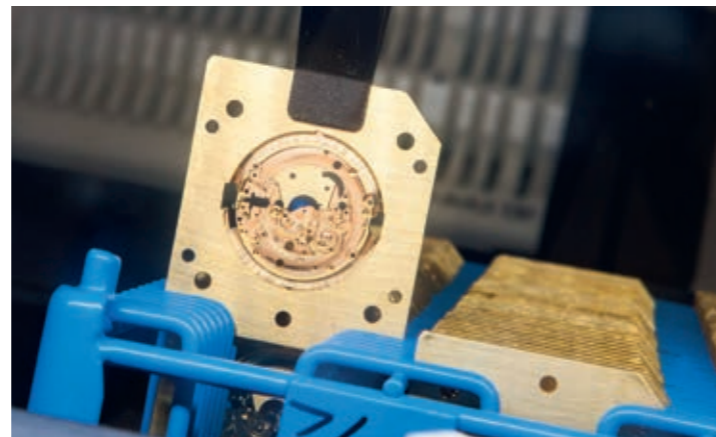
Matthias Althaus, laboratory employee
 In addition to prototype construction, he is responsible for the analysis and further development of movements.



→ It takes 1.78 seconds to change the tool between two milling operations.

Precision with top performance

For our mechanical movements, the brass main plates are machined simultaneously on four stations, each with two milling spindles. The machine concept enables extremely fast acceleration and cutting thanks to linear motors in all five axes. The high-speed spindle for example achieves an incredible 60,000 turns per minute.



“Barquette” with finished milled mainplate of caliber R150

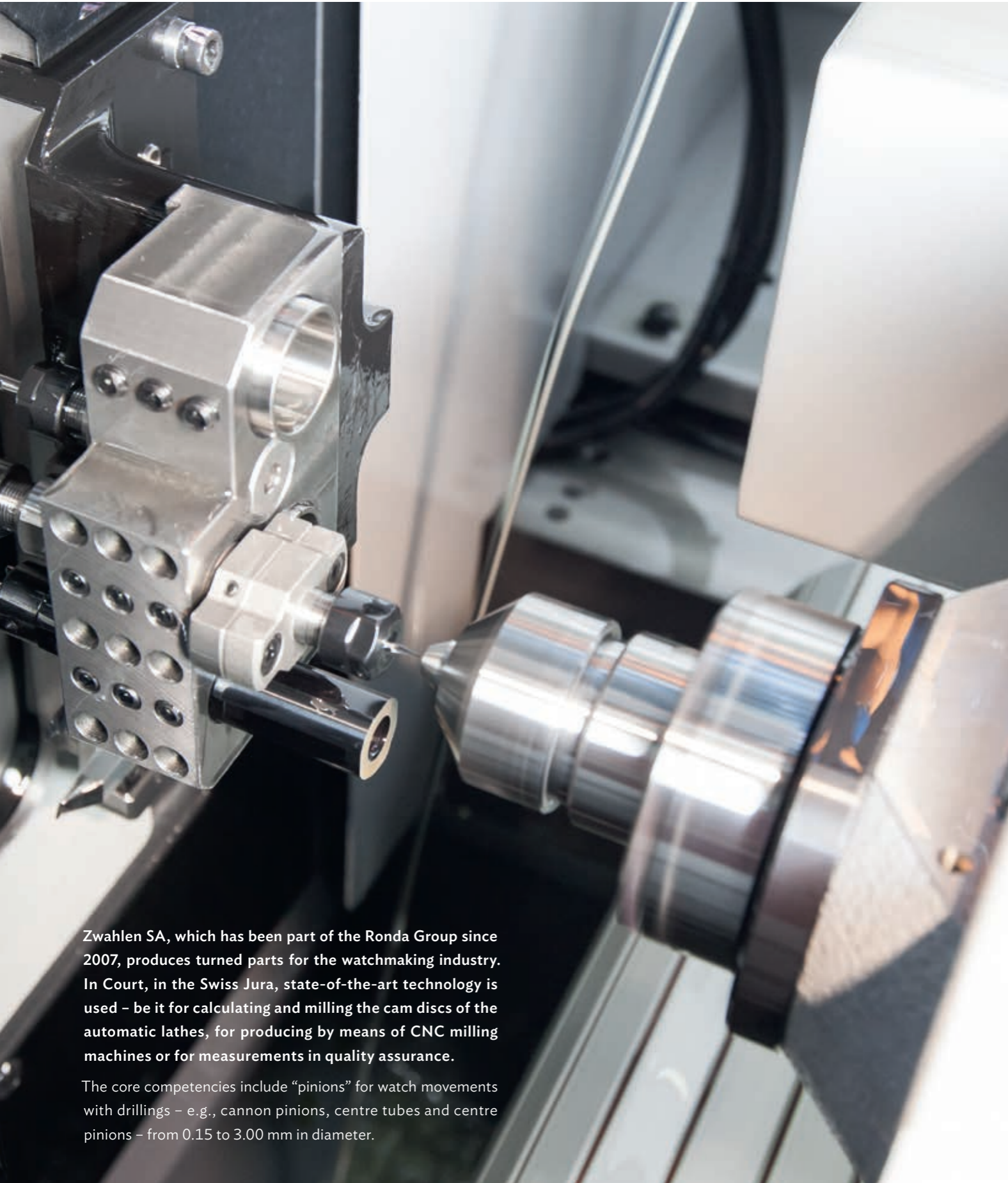
1.78

seconds

We expanded into the Kingdom of Thailand in 1989. In the south of Bangkok, Ronda Thailand manufactures various components and assembles Swiss Parts movements. The latter also incorporate Swiss technology. Chip-on-board technology is used in clean rooms, i.e., practically under clinical conditions. In this process, semiconductor chips are applied directly to printed circuits and connected to the boards. The finished electronic module contains the entire control system of a quartz movement.



The electronic modules are assembled under almost clinical conditions.



Zwahlen SA, which has been part of the Ronda Group since 2007, produces turned parts for the watchmaking industry. In Court, in the Swiss Jura, state-of-the-art technology is used – be it for calculating and milling the cam discs of the automatic lathes, for producing by means of CNC milling machines or for measurements in quality assurance.

The core competencies include “pinions” for watch movements with drillings – e.g., cannon pinions, centre tubes and centre pinions – from 0.15 to 3.00 mm in diameter.

For half a century, our Swiss Made movements have been assembled in southern Switzerland. In summer 2008, Farone SA moved into a state-of-the-art 6000 m² production facility in Stabio. All single components required for the manufacture of movements are delivered from Lausen to Ticino. Mechanical and quartz watch movements are then expertly assembled on so-called “chaines”. After all quality checks have been approved, Farone ships the finished products back to the Lausen headquarters. From here, they are delivered to brand manufacturers worldwide.



Ronda's Mecano series are assembled on a semi-automatic assembly line.



Stefano Diaferio, rhabilleur, is responsible for the fine adjustment of the assembled mechanical watch movements.

“The components for *Swiss Made* movements are produced at various locations and later assembled in *southern Switzerland*.”

Our Ticino subsidiary is a leader in the assembly of Swiss watches

Brand manufacturers from all over the world have their watches assembled at the Ronda Time Center. Since we exclusively process Swiss movements, the finished timepieces may be marketed under the coveted “Swiss Made” label. But before watch lovers can show off their latest favourite, expert hands perform numerous operations and quality checks. To increase the exclusivity of a watch, Ronda movements can be refined with a perlage decoration. Models with a glass back reveal the high-quality perlage finish. These versions are reserved for customers who have their watches assembled by us. If you are looking for something unique, technologically advanced laser engraving is the best choice. Individual engravings not only turn watches into originals, they also make them look elegant and protect against counterfeiting; logos or multi-colored motifs, limited editions and special effects are all possible.



1



2



3

- 1. Laser engraving with rainbow effect
- 2. Functional check of the finished watch
- 3. Felix Rudin, managing director Ronda Time Center
- 4. Caliber 5130.D with perlage decor

In 2002, Ronda expanded its range of services; the logical step was to offer brand manufacturers not only movements but also complete Swiss Made watch assembly.

“We maintain a *close partnership* with our customers and offer *high quality at top conditions* thanks to comprehensive additional benefits. The *versatility* of our employees also allows us to respond exceptionally quickly and *flexibly to our customers’ wishes.*”



Key Factor Time

After a complete factory changeover, experienced micro-teams in four production cells assemble the Swiss Made brand watches of our customers from A to Z. This shortens the lead time and the finished timepieces reach the client even faster.

982
seconds

From preparing the components to assembling, testing, packing and the shipping of finished watches, it takes an average of 982 seconds.

“ Thanks to strategic *collaboration with our partners*, we find solutions which lay the cornerstone for our *long-term success*. ”

FABIEN SCHIRMER
CEO

Our Vision

For the independent watch industry, Ronda is the strategic partner worldwide for electronic and mechanical movements.

Our Mission

Through our high-precision products and our personal commitment, we contribute to the success of our customers.

We shape the future with our own hands. In doing so, we rely on the personal responsibility and competence of our employees in order to seize opportunities and implement them successfully.

We form networks with customers, suppliers and technical specialists and together we strive for sustainable goals.

Our family spirit makes the difference – from Switzerland it spreads all over the world.



Imprint

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Watches are emotions! Our claim is that you will be as enthusiastic about the functionality and quality of your timepiece's core as you are by its design.



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