

Ronda is focusing on the future

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With the start of deliveries of the mechanical R150 caliber, the Swiss family business wants to defy the difficult economic environment. Thanks to a strategic orientation, watch manufacturers can from now on order quartz and mechanical watch movements from one supplier. However there are also new developments in the quartz domain. A watch movement with electronic time setting should provide inspiration for jewelry watch designers in their quest for new creations. In terms of the service focus, Ronda Time Center's services have been extended.

Downturn in the watch industry

The economic crisis, which the watch industry has been experiencing since 2016, is also felt by the international Ronda Group, which supplies high quality movements to brand manufacturers all around the world. The impact on sales in the various segments is variable and the weak trend in the Asian markets continues.

The new mechanical movement is available

Ronda is taking advantage of the economic downturn to consolidate its newly adopted path. Recently, the independent family company has embraced the mechanical zone and after an almost 30-year pause is once again producing mechanical movements. At Baselworld 2016, the 11½" automatic caliber R150 from the "Mecano" line was presented, an in-house construction, which has a very high vertical range of manufacture and is based on industrial production. The exclusive novelty positioned as Swiss Made is designed for high quality timekeepers. Delivery is scheduled for the second half of 2017.

On target for a One Source Strategy

With the combination of mechanical and quartz, the company will be offering a one source solution in the future. Ronda will be the only independent Swiss company selling millions of quartz movements and now at the same time mechanical movements. Watch manufacturers all over the world appreciate this strategically significant departure.

Electronic time setting for refined designs

In the quartz domain, the "Normtech" line will be extended into a product with electronic time setting. The caliber 756 with size 5½" with two hands is particularly suitable for jewelry watches and elegant timekeepers without a winding stem. The pressure point for electronic time adjustment is clearly perceptible. In addition, importance has been attached to user-friendly handling: adjustments are made in three clear steps and easy for owners to carry out. The new model is offered as Swiss Made and also in a Swiss Parts version and is already available.

Watch assembly with attractive services

The Ronda Time Center was founded in 2002 with the objective of offering watch manufacturers complete watch assembly as well as the supply of quartz movements. Over the past 15 years, alongside its core business its range of services has been continually developed. Now, further investments have been made in Southern Switzerland, in order that Swiss watch makers can benefit from added value. Ronda Time Center is now offering milled and laser engraving for single or serial markings. In addition, various watch case assembly production steps are possible, like for example the assembly of glasses, pipes and pushers, as well as the filling or glueing of fashionstones. On demand, Ronda Time Center also offers logistic and administrative services.

For further information:

RONDA AG
Marketing Services
Mrs Sabina Biedert
Hauptstrasse 10, 4415 Lausen / Switzerland
sbiedert@ronda.ch