

Ronda 3.0 – Moving Forward

(Lausen/Switzerland, 22 March 2018)

With the recent handover of management to Fabien Schirmer and Pascal Schirmer, the third generation is now heading up this Swiss family business. The top priority this year will be the industrialization of the R150 mechanical movement. As supplier to the watch industry, Ronda is expecting a slightly higher demand for quartz movements than in previous years; its extensive range includes all functionalities and dimensions. In the service sector, Ronda's Ticino-based subsidiary will again be providing attractive additional service offers.

The third generation has taken over

As announced in late autumn, the company's management handover to the third generation took effect from 1 November 2017. The Swiss company is now managed by brothers Fabien and Pascal Schirmer, who as co-CEOs share the responsibility for both commercial and technical matters. The Mosset and Schirmer family owners continue as board members.

Slight market recovery expected

From a marketing perspective, the past two years have been challenging. With demand continuing to be depressed and several distributor channels' watch stocks remaining too high, watch manufacturers tended to place their movement orders cautiously and on a short-term basis only. However in recent months there have been signs that business will improve slightly this year.

R150 mechanical caliber

During the last quarter of 2017, the first 11 ½^{mm} caliber movements were delivered to customers. This year constitutes the critical point for the transition to the production of industrial volumes. Ronda is devoting considerable energy and engineering expertise to the establishment of efficient processes and strict quality assurance. The new mechanical product segment will therefore be developed into an important contributor to Ronda's turnover on an ongoing basis throughout the coming years.

Broad quartz movement range

In addition to the popular simple movements with two or three hands and date, the Swiss producer also offers an exceptional assortment of special display features: functions such as chronographs with big date, or distinctive retrograde designs are to be found in a number of world-famous brand collections. Competitive Z Series timekeepers are also popular, thanks to their design-orientated counter positions.

Comprehensive service offer

Ronda greatly values highly its customer relationship, which it has cultivated for decades. Customer satisfaction as a main objective lies at the heart of all family business activities. Alongside its sales of high quality movements, Ronda acts as consultant for the watch brands, collaborating with them on the evaluation phase of ideas for new products, concepts and designs, and rounds off the production process with its state-of-the-art watch assembly in Switzerland.

Ronda Time Center as innovative assembly business

Ronda's subsidiary has been assembling electronic and mechanical watches for 15 years and is greatly appreciated by its world-wide customer network. The assembly of Swiss watches must take place in Switzerland, in order to comply with the Swissness rules. Additional offers, such as the assembly of watch cases, the mounting of specially decorated Ronda movements and the engraving of case backs using the latest laser technology are only some of the special features, which offer added benefits.

For further information:

RONDA AG

Head of Marketing & Communication

Mrs Sabina Biedert

Hauptstrasse 10, 4415 Lausen / Switzerland

sbiedert@ronda.ch