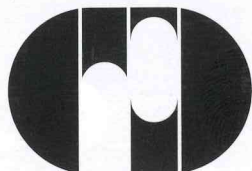


# Uniting two worlds

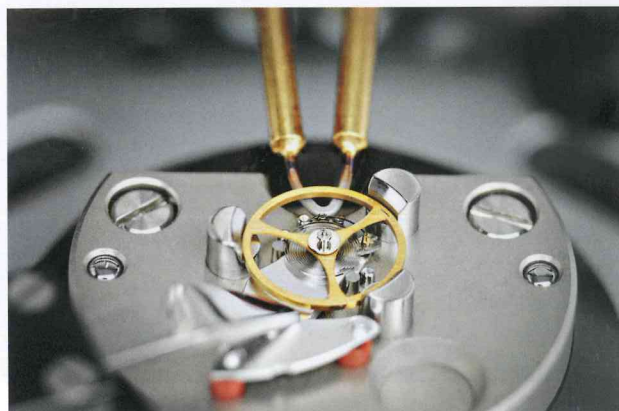
Switzerland draws on a long tradition in watchmaking. The Swiss watchmaking industry is acknowledged worldwide for its excellence, uniting design, handcraft and state-of-the-art technology. Hormec Technic SA from Ipsach, Switzerland, is a niche player, combining experience in the watchmaking industry with know-how in dosing technology. Offering durable products and turnkey solutions, Hormec Technic is a household name in the global watchmaking industry.



“Around 95% of Swiss watchmakers work with us,” says Managing Director Philippe Reich, son of the company founder Léon Reich. “We also work with the automotive industry – the primary customer for our dosing technology – and supply the medical sector and the electronic entertainment market.”

Hormec Technic offers tools and devices for the watchmaking and dosing industries focusing on small series. Typically, the company’s plants process volumes of around 0.1 to 10 mm<sup>3</sup>. One of the company’s latest developments is a contact-free dosing solution called jetting. “The technology is similar to ink-jet technology,” says Mr. Reich. “It is used as a dosing head. We also developed the patented SDC125 continuous degasifier. It absorbs air from high and medium-viscose media in order to make the medium homogenous and safe for dosing.” The history of

Hormec Technic is characterized by innovations. One of the most important developments was the Reglometre, a device to set a watch or clock precisely. Later, new automation solutions and oiling devices were added to the portfolio. In the 1970s, the company entered the dosing market. “This was an important strategic step that paved the way for further growth,” says the owner. “In addition to this, our business is based on two legs now. This makes us more independent of turbulences within the different industries. For example, in the 1970s, the watchmaking industry almost collapsed due to the invention of quartz watches. We were lucky to have a stronghold in the dosing sector already. Also, we are able to combine experience and know-how from both sectors. This greatly benefits our clients.” Hormec Technic is known worldwide for its innovative systems.



Gluing the hairspring to the balance wheel of a watch

Today, the niche player achieves around 75% of its annual turnover through export activities, with around 60% being generated within Europe. Abroad, the company serves clients in the USA, China and Korea. In order to enhance its international network, Hormec Technic exhibits regularly at international trade fairs, such as the MOTEK in Stuttgart

and the EPHJ in Geneva. “We offer durable solutions and excellent service,” Mr. Reich explains the long-term success of the family business. “In the near future, we aim to shorten our delivery times and improve our logistic services. We would also like to enhance our international sales network.”



The invention of the Reglometre was a major milestone in the company’s history; the system enhanced the precise setting of watches

## Hormec Technic SA

Keltenstrasse 1  
2563 Ipsach  
Switzerland  
Phone: +41 32 3322000  
Fax: +41 32 3322020  
hormectechnic@bluewin.ch  
www.hormectechnic.com