

NEWSLETTER



Editorial

by Robert Hirsch



Dear Partners and Business Associates,

"There is nothing good that cannot be done better" - a statement my grandfather incorporated in the HIRSCH philosophy. This constant drive for improvement allowed HIRSCH to grow continuously over the years. Believing in the global recovery we invested in the past few months in expanding our factory by more than 679 m². We also increased our workforce by 58 %, and these new Hirsch employees are now in a training programme to become true HIRSCH leather bracelet specialists. Recently we ventured into new markets like South America and on the other hand we became the partner of several additional prestigious watch brands. HIRSCH is convinced that 2011 will be an exciting and successful year for the watch industry and its related businesses. We are prepared for that

growth with new and attractive products, special activities for new markets, constantly improving high level support for existing customers and a well organised factory with highly trained employees.

I wish you a successful 2011 and look forward to meet you at the Basel-world 2011

Yours, Robert Hirsch

P.S.: If you have any further questions do not hesitate to contact me and the HIRSCH team: office-ceo@hirschag.com.

HIRSCH Premium Caoutchouc

HIRSCH Premium Caoutchouc is considered to be the best material for functional bracelets anywhere! Only high-quality natural caoutchouc is used and refined with HIRSCH-specific additives. The material guarantees a considerably longer service life and makes the bracelets much more pleasant to wear than bracelets made from conventional synthetic materials. HIRSCH caoutchouc bracelets are highly elastic, tear resistant, gentle to the skin (no allergy caused by latex) and resistant to external influences, such as water, UV light or chemicals.

High-tech on the wrist!

Caoutchouc - Nature's stroke of genius and refined by HIRSCH to serve as the best raw material for functional bracelets.

The benefits of this HIRSCH innovation:

- Dimensionally stable, tear-proof and extremely long wearing pleasure
- Significantly longer lifetime and distinctly higher wearing comfort than conventional synthetic bracelets
- Highly elastic and skin-friendly (no latex)
- Absolutely water-proof



Caoutchouc assortment

The summer is coming!

HIRSCH Premium Caoutchouc – Limited edition 2011

For all who love simplicity of form and the highest functionality! The highly popular bracelet "Pure" - now available as limited edition in **yellow, orange, red and blue** - boasts a longer life-span and noticeably greater comfort than conventional bracelets.

The integrated loop stopper ensures the bracelet's perfect fit. Only the edges touch the wrist so that sufficient air gets to the skin, thereby reducing moisture. A perfect companion for hot summer months!



Pure limited edition 2011

LORD – a true Gentleman!



“Intelligent, elegant and classic” - these significant attributes describe best the character of Lord.

The combination of aesthetics, functionality and material makes this bracelet incomparable. The particular refinement of this bracelet lies in the innovative “integrated” **Comfort buckle** that provides an incredibly soft and smooth feeling on the skin and a perfect “bracelet” fitting.

HIRSCH sets new technology and comfort trends as the markets bracelet specialist.

Upper leather: Finest Italian calf leather with aesthetics and surface characteristics that accurately imitates a genuine alligator, with beautiful two-tone-effect and a light/dark variance between scale and scale-valley.



Lining leather: Silk glove - a distinctive piece of nature that caresses your wrist like a second skin. HIRSCH realised with Silk glove the master class of lining leather which impresses with a warm, silky soft haptic experience. It even meets the requirements of the cosmetic industry.

HIRSCH Comfort Buckle - the intelligent leather accessory ensuring optimum wearing comfort! The benefits of this HIRSCH innovation are:

- Flexible, full-leather fold-hinge mechanism - no metal touching your skin!
- Ergonomic fit - adjusts to the natural form of your wrist
- Patented, unique HIRSCH solution
- Easy, one-hand operation



Customer visits in Klagenfurt, 2010

In the course of our 7 guided tours in our manufactory we welcomed visitors from Austria and the UK in the period from April to October 2010. More than 120 jewellers and watch retailers used the opportunity to get a picture of bracelet manufacturing from start to finish.



Jewellers from Austria, May 2010



Jewellers from Great Britain, September 2010

Successful HIRSCH Customers



Name: Mr. M. Klippen,
CHRISTOPHERSEN
KVADRAT AS

Located in: Gamle
Stokkavei 1, 4314
Sandnes, NORWAY

**HIRSCH
partner since:**
2010

WHY HIRSCH?

HIRSCH is the world market leader when it comes to bracelet for watches. This you can notice in the quality of the bracelets as well as in the assortment. Moreover HIRSCH has the best POS system on the market.

Visit us at
Baselworld 2011

24th - 31st March 2011
Hall of Innovations (3.2) / H10

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