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Dear reader,

a wise insight by a great poet says: “Hid is the womb of time, impregnable to mortal glance.” This sentence can be found in Schiller’s “Bride of Messina”, which premiered in the early 19th century. Far more than 200 years have passed since and many researchers of the future and trends deal with the question of what may be hidden in the womb of time that is impregnable to mortal glance.

We, too, ask this question in light of 15 years of Habring², what the next 15 years might hold. Curiosity makes us - like almost everyone - always looking ahead. And it is also curiosity that is the “driving force of new possibilities” as it says in a Merck Curiosity Study, published in 2018.

How will the watch industry develop in the coming years? Will we soon only wear timekeepers on our wrists, produced by robots, made by large corporations at production sites that are currently the cheapest? Or will people also (or rather especially) value manual labour in the digital age and mechanical watches that may be regarded sustainable like hardly any other product – because they will outlast generations if they are serviced properly? And what will become of the small and medium-sized manufactures like Habring²? Some of the smaller manufacturers have disappeared from the market or they have been sold in recent years. A natural market adjustment or a negative omen?

We do not think much of dystopic statements but rely on a central factor of success in our view. The “human” factor. At our manufacture, extraordinary people make extraordinary watches for extraordinary customers. And like in many other small businesses, we also secure jobs this way. Small businesses that kindle and expand their strengths, and which – especially – do not lose touch with the real world frequently plan more solidly. And they do not plan like stock-exchange listed corporations primarily from one quarter to the next, but they look beyond the horizon of day-to-day business.

Therefore: We believe in mechanical watches also for the long term. We believe in this fascinating microcosm that lives alone from our movement or the turning of the crown. An ecological product through and through. Actually, we believe that it should be subsidised in the same way as electrical cars (but the prediction of the future is likely to be certain that this will not happen).

Whatever may be in store, we are looking forward to the future. “Stay hungry”, Steve Jobs called out to students of Stanford University in 2005. Yes, we will stay hungry for the future and invite you, dear customers, friends and fans to come along with us to this future. But now, please do take a little time to read and enjoy our latest customer magazine.

Warm regards,

Maria Kristina & Richard Habring

QUESTIONS TO RICHARD AND MARIA HABRING (HABRING²)

Why We Value Time

“Time interval is a strange and contradictory matter in the mind.”

Question: The Habring² brand is celebrating its 15th anniversary in 2019 and is presenting a particular delight for all watch lovers: A double chronograph with the proprietary A11P movement and a perpetual calendar. Does a person who is aware of his or her finiteness actually need a perpetual calendar?

RICHARD HABRING: No, but it is nonetheless a sublime feeling wearing a watch with such an expansive and complex complication on one’s wrist. Strictly speaking, a perpetual calendar does not have anything to do with eternity because, as we all know, eternity has neither a beginning nor an end. Perpetual calendars consider the leap years and therefore show the respective date up to the year 2100 without any further adjustments needed. Although the year 2100 is divisible by four, it is also divisible by 100 without remainder. Therefore, there is no 29th of February in that year. But no mechanical calendar, even one of the highest quality, will grasp that!

Habring² will then be nearly 100 years old...

RH: Indeed, but I ask our customers for understanding that, in spite of the rising life expectancies, today’s protagonists will then probably not be able to see to the servicing of the watch anymore. This will then be done by their “contemporary colleagues”. Our customers can be quite

reassured to this end: Spare parts are secured and also the younger generation is perfectly trained, ready on the starting block, and equipped with lots of know-how.

How does a person, who manufactures the chronograph, actually relate to time? Pragmatically or more philosophically?

MARIA HABRING: When you look at our watches, it becomes clear very quickly that we have a more philosophical approach to time. This is so – regardless of whether the perpetual calendar, the foudroyante or the jumping second are concerned – because Habring² watches are more than just timekeepers. In these complications, our appreciation of time is expressed in everything from the “split-second” to the perpetual calendar. Anyone who owns a Habring² has something for eternity. They were at the right time at the right place and have made a smart decision. Lucky devils!

In fact, time is a strange phenomenon, however. Some complain about stress while others whine about boredom. Do we mismanage our limited time?

MH: This always makes me think of a wonderful quotation of John Steinbeck: It begins on the conclusion: “Time interval is a strange and contradictory matter in the mind.” For

Steinbeck, boredom is simply a lack of events, offering “no posts to drape duration on. From nothing to nothing is no time at all.”

It cannot be put better. On the one hand, many people nowadays are stressed by high-speed society and by the expectation of others that one can be reached at all times and anywhere. Let us treat ourselves to the luxury of getting out of the rat race once so often, turning off the smartphone or also sleeping a night over an important decision. Time is our only irrecoverable property. Let us treat it carefully.

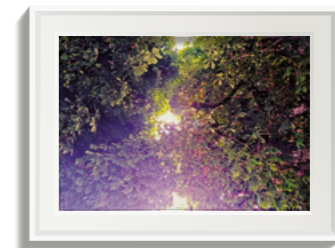
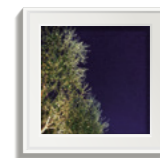
RH: And I may add perhaps a therapeutic recommendation. Take an interest in your fascinating mechanical watches. That way, firstly you will never get bored, and secondly it takes away the stress from life a little. A mechanical watch made by hand always makes us aware of how valuable our time is that the watch is made to measure.

Some people, however, rather believe they have less stress when they do not wear a watch on their wrist...

MH: ... but then they always look at their smartphones or tablets anyway. And by the way: Someone not wearing a watch (to reduce stress) could also take down the calendar from the wall in the hope of stopping aging.

Michael Brückner asked the questions

Interview



Fotos: Beni Mooslechner (2), Privat (3)

PERPETUAL DOPPEL: DOUBLE CHRONOGRAPH WITH PERPETUAL CALENDAR

“Mechanical Intelligence”



First, the Doppel-Felix was awarded the “Oscar of Watches” and now it comes with the perpetual calendar. The result: the new highlight in the Habring¹ collection.

Anyone celebrating his birthday has normally aged 365 days in the past year. However, people are actually a little

older already – that is to, precisely one-quarter of a day. This is because leap years extend the average length of a Gregorian calendar year

to 365.25 days. But wait a minute; the thing with the leap years is even much more complicated. Let’s get back to that in a second.

When people already have to think a little harder to find out when the next leap year is and when they can look forward to the additional day (the next time will be in 2020), a par-

ticular challenge is presented for designing a calendar for a mechanical watch that recognises leap years and displays the 29th of February. It is not for nothing that the Perpetual Calendar is one of the Grandes Complications offered exclusively by the top brands among the prestigious watch manufactures. Besides different lengths of the months also leap years have to be considered for a perpetual calendar. This can probably be called mechanical intelligence. By the way: In terms of intelligence, the perpetual calendar is also superior to the quite intelligent annual calendars because the latter always have 30 days for February – regardless of whether it is a leap year or not. This means that year by year, on the 1st of March, human intelligence must help out mechanical intelligence. This is different with the perpetual calendar. Because it knows when the year has one additional day.

When the leap year is skipped

However, the Gregorian calendar is rather tricky: for example, the leap year is skipped every 100 years. This will be in 2100 the next time around. But this 100-rule does not apply every 400 years. Therefore, for example, the year 2000 was a leap year. These intricate rules also push mechanical intelligence to its limits, which is why even a perpetual calendar will require a correction in the far future, which meanwhile should be more for your great-grandchildren to worry about then, provi-

ded they are lucky enough to inherit such a masterpiece.

Since the successful Austrian brand Habring² was created, 15 years have passed, four of which were leap years (2004, 2008, 2012 and 2016). This is – admittedly – not even a “felt” eternity, even though this one and a half decade was so eventful



that the friends of this brand do get the impression at times that the manufacture in Völkermarkt has been presenting its true gems for fanciers of watches for a very, very long time already. As a matter of fact, watch history has indeed been written in just 15 years. Four times, the brand Habring² managed to secure the prestigious “Grand Prix d’Horlogerie de Genève” (GPHG) prize, which is considered to be the “Oscar of Watches” in the industry. The modular movement, developed completely in house, followed at the 10-year anniversary.

One of the GPHG winners was the Doppel-Felix split second chronograph. It has now been crowned figuratively speaking. Felix – the fortunate. For the 15th anniversary of the company, the brand Habring² presents the new highlight of the collection with the Perpetual Doppel. It is a split-second chronograph with perpetual calendar, meaning: weekday, date, month and leap year display as well as a moon phase indicator. The beating heart inside of the new “Super-Felix” is the Habring A11P movement. The company’s own rattrapante calibre is rounded out by the perpetual calendar module of the renowned manufacture Dubois-Depraz. The challenge was to adopt both elements in a clever way. Thus, the Perpetual Doppel not only offers a date, month and leap year display in the perpetual calendar mode as well as the moon phase indicator, but also the function of a rattrapante

WE SOW A LOVE OF DETAILS, DEVOTION AND RESPONSIBILITY, FERTILIZE WITH PERSONALITY AND HARVEST HONEST PRODUCTS OF THE UTMOST QUALITY, MADE FOR GENERATIONS TO COME..

Maria Kristina & Richard Habring

chronograph (or split-second chronograph). With such a chronograph, the second hand under the seconds stopwatch hand is “dragged along” and it can be decoupled by pressing a pusher. Pressing the pusher another time positions the rattrapante back under the main seconds stopwatch hand. Double chronographs are therefore ideal for taking interims.

Easy to read, comfortable to wear

In the design of this highlight in the Habring² collection, great value was placed on very good readability. This is precisely what is often a weakness of chronographs with perpetual ca-

lendar. The stainless-steel case (diameter 43 millimetres) made of Austrian Böhler steel pleasantly caresses the wrist of the proud owner (who can also be women favouring watches with a slightly larger diameter).

The silver dial with its red-gilded Arabic numbers manufactured in the “par épargne” technique makes for a classic understated appearance. Diamond cut, red gilded hands for the time display and such made of blued steel for the stopwatch function make for a clear and organised look. In spite of the hand-wound movement, the owner of this special watch does not have to fear having to correct the

perpetual calendar. Altogether four hidden correctors ensure that the displays will be correct again within a minimum of time as needed. Since everyone likes to celebrate their birthdays with friends, some exemplars of the Perpetual Doppel have already been delivered to watch enthusiasts in the past weeks. Anyone who wants to be one of them can order this watch – and put it on their wrist within a reasonable time. ■

TECHNICAL DATA

MODEL: The Perpetual Doppel at a Glance

MOVEMENT: HABRING2 A11P

- Indication of hours and minutes
- Perpetual calendar with weekday, date and leap year display; moon phase display
- Mono-pusher split-seconds chronograph with 30-minute counter at 12 o'clock
- 28,800 vibrations/hour (4Hz)
- Hand-wound with 48h power reserve
- Fine adjustment via tangential screw
- Amagnetic escapement with a Carl Haas hairspring of chronometer quality
- KIF shockproof
- 27 rubies
- Elaborately refined by hand with polished bevels, decorative engravings, perlage, etc.

CASE

- Stainless steel, three-part, 43mm diameter x 12mm height
- Spherical sapphire crystal
- Double sealed crown, sapphire caseback
- Consecutive engraved serial number between the lugs at 6 o'clock

DIAL/HANDS:

- Silver metal dial with red-gold numerals and black/red print
- Diamond cut, red-goldplated hands and blued steel hands



SPECIAL DIALS FOR THE 15-YEAR ANNIVERSARY OF HABRING²

Felix and Erwin in “Sunday Dress”

For the 15th anniversary of the company Habring², the Felix and Erwin models have put on a very special “outfit”: a red 15 in Roman numbers on the dials.

What is the story behind it?



FELIX
„ANNIVERSARY
MODEL“

ERWIN
„ANNIVERSARY
MODEL“

Often, it is the subtle messages that make you look twice and think. For the 15th anniversary of Habring², the successful models Felix and Erwin (=Erwin with jumping second) come out with a very special dial. At the “3 o'clock” position, the Roman number XV, meaning 15, can be seen in red. It is contrasted by the Arabic number 12 at the usual place. This way, Felix and Erwin build a

bridge figuratively speaking across the centuries. With Roman numbers, people learned how to calculate several centuries before Christ. It was only much later – from the 12th century – when the Roman numbers were replaced by today’s Arabic number system. But the Roman numbers have been preserved for us to this day, among other, on the dial of watches. Since then, watch lovers have been

divided into two camps: the “Arabs” and the “Romans”. Those who cannot decide may choose a dial with indices – or precisely one of these anniversary models of Felix and Erwin with an Arabic 12 and a Roman 15.

And this prompts the next question right away: What is the story behind the 15 at the position of “3 o'clock”? Does it stand for 15 hours? If so, the time, strictly speaking, would be shown correctly only once every 24 hours, exactly at 3 o'clock in the afternoon but not 3 o'clock in the morning. No, the 15 is a subtle hint of the 15th anniversary of the small and precious watch manufacture of Carinthia.

Surely, those who want to delve a little deeper into the topic of the magic number 15 will get remarkable insights unawares. In esoterism, for example, 15 stands for influence and effect, and also for aura and the fine art of dominating in a charming way. All in all, therefore, attributes with which those who wear Felix or Erwin can surely live with at ease.

The number 15 moreover stands for half of a moon month, as well as the secrets of the Holy Rosary, and it plays an important role in the liturgical dance of Chinese Taoism. So, this is enough information to boast knowledge in small talk when you are asked about the red XV on the dial of the Felix and Erwin models of Habring.

Or simply explain it like Maria Habring: “Our watches are anything but run-off-the-mill. That’s why the number 15 stands for top quality.” For those who are interested where the phrase “run of the mill” comes from: It appears to have originated from early factory quality control and described work that had not been graded and was therefore unlikely to be exceptionally good or exceptionally bad. Hence, the phrase stands for “average”, while 15 stands for the highest quality grade. ■

NEW DIAL VARIANTS

When Chrono-Felix is making eyes at you



The Chrono-Felix family just got bigger. Inside all of them, the tried and proven Habring² A11C-H1 movement ticks, but something has happened on the dials.

Curtain up for the Panda-Chrono.

What actually happens with the Chrono-Felix when it is making eyes at potential customers? The current Habring² collection has the timely answer: The Chrono-Felix makes a compelling proposition to its fans with a panda look. At least, as far as the dial is concerned. There are two large black totalisators on

a white background and when reading the time, you instantly get the impression that you are literally looking into the round face of probably fauna's cutest wild animal.

Panda bears are not only the symbol of the WWF but also the stars of large zoos. Some time ago, a widely

noticed coffee-table book about the pandas in the Schönbrunn zoo was published. It explains, for example, the measure of etiquette required when you want to negotiate the export of pandas with China. The former zoo director Helmut Pechlaner tells, for example, that he had to run to get a blazer and tie before he

was allowed to negotiate about the Schönbrunn pandas at that time.

Those who instead wear one of the new models of the Chrono-Felix do not have to go by a dress code. He or she ultimately proves taste and style by having selected this chronograph. After all, you will always look brilliantly with the Chrono-Felix "Panda". The "Panda" is an optically new variant of the chronograph presented last year already with the manufacture's Habring² A11C-H1 movement. The dial of the new variants is dominated by the classic "Panda" optic: two large, horizontally positioned, black totalisators on a white background. Who does not immediately associate this look with a cute panda? The new model is available with a black or a red "12".

But the Panda model is not the end of Habring's impressive excursion into the world of animals. As an alternative, there is the Salmon Chrono Felix, which is the variant with the salmon coloured dial. And because many friends of Habring are quite exacting (not only when it comes to the time), we also want to answer the question at this point why salmon is salmon coloured. To make it short: salmon eat crabs – and these in turn eat algae and single-cell organisms, which contain the pigment astaxanthin.

Addition to the Felix collection

The Chrono of Habring² launched last year already completed the Felix collection that has by now grown to an impressive number of models. Friends and fans of Habring² as well as the regular readers of our customer magazine U(h)rKraft will remember: For the 10-year anniversary, Maria and Richard Habring presented the "Felix" model with a movement of their own manufacture called A11. The "A" stands for Austria, and 11 stands for the year 2011 in which the

small Carinthian family business started the development of this works. It has taken three years before the ambitious and widely publicised project was realised. Soon the new A11 movement also triggered known intricacies such as the dead beat second, the Foudroyante and the Chrono COS – of course all "made in Austria".

Slim and elegant

With the chronograph function, the circle closed in the year 2018. After three further years of intense development work and countless drawings, tests and prototypes, the Habring² chronograph movement A11C-H1 was created. While the design and stopwatch function seem familiar, all parts are made according to the drawings and requirements of Habring Uhrentechnik OG by specialised suppliers in the network distributed across the Germany, Switzerland and Austria region. This was preceded by an intense study and careful modification of the all-too-well-known draft by the Swiss designer Edmond Capt whose name will probably remain eternally associated with the legendary calibre Valjoux 7750.

In contrast to his draft, the A11C-H1, however, has only one pusher that moves the thermally blued cam that is cut out of full material to any the three possible positions of start/stop/reset. The surrounding levers are created by means of laser cutting and receive their high-quality décor from manual labour, which is probably the most striking difference to its predecessor. The A11-H1 is completed by a new flatter module that diverts the 30-minute counter to the 3 o'clock position whereby the movement height stays limited to an elegant 6.5 millimetres.

Besides its inner values, the Chrono-Felix impresses in its presentation also optically with its reduced design. All in all, the case comes with

a height of merely 10.5 millimetres – therefore, truly lithe and lissom for a fully-fledged chronograph. ■



TECHNICAL DATA

MODEL: Chrono Felix

MOVEMENT:

- Manufacture movement Habring² A11C-H1
- Monopusher chronograph with 30 minutes counter at 3 o'clock
- 28800 vibrations/hour (4Hz)
- Hand-wound with 48h power reserve
- Amagnetic escapement with a Carl Haas hairspring of chronometer quality
- KIF shockproof according to DIN and NIHS
- 25 rubies
- Effortfully refined by hand, with polished edges, ornament cuts, perlage, etc.

CASE:

- Stainless steel, three-part, diameter 38.5 millimetres, height 10.5 millimetres
- Waterproof equivalent of 30 metres water depth
- Spherical sapphire crystal
- Double sealed crown, sapphire caseback
- Consecutive engraved serial number between the lugs at 6 o'clock

NOW WITH OUR PROPRIETARY CALIBRE

Felix Now Also Powers the Chrono COS



>> TRUE BEAUTY
COMES FROM
THE INSIDE! <<

TECHNICAL DATA

MODEL: COS Felix

MOVEMENT:

- Mechanical with manual winding or automatic winding
- Proprietary movement A11COS
- Patented Crown Operation System (COS)
- Indication of hours and minutes, small second at 9 o'clock
- Addition stop function with chrono second indication from the centre and 30 minutes counter at 3 o'clock
- KIF shockproof according to DIN and NIHS
- 25 rubies (hand-wound) and 29 rubies (automatic)
- Power reserve after being fully wound: approx. 48 hours

CASE:

- Stainless steel case, diameter 42mm, three-part, screwed, made of 316L steel
- Hollow cut spherical sapphire crystal with AR coating
- Double sealed crown, sapphire caseback
- Waterproof equivalent of 50 metres water depth

DIAL/HANDS:

- Silver-plated or rhodium-plated
- Recessed counters
- Tachymeter/telemeter scale or date display
- Hour bars red gilded
- Polished and red gilded hands
- On request, the classic varnish white dial of the Chrono COS is also available.

COS Felix is available with the silver/blue dial of the Double Felix model and the Double Felix with the salmon dial (salmon coloured), because who doesn't like to swap clothes among siblings.

From now on, the Chrono COS is a member of the Felix family, because this chronograph of the very special kind is now powered by the company's own Habring² calibre A11. COS is thereby mutating into COS Felix after 10 years.

Also among the novelties of Habring² is the Doppel Felix, i.e. the Habring² double chronograph with a calibre of own manufacture and the new blue dial. The colour blue with its calming and pleasant effect on people has by now also become very popular among watch enthusiasts. In contrast to the models of other brands, Felix meanwhile appears modest here as well. By no means it wants to give the impression that it had just been taken out of a bucket of paint. ■

practice: to operate the traditional addition-stop function, the winding crown is used, which can do a lot more than just "winding". Simple twisting against easily felt resistances is enough to control the chronograph function. The COS has stood for an exclusive and patented world novelty since 2008 – a clever chronograph with a hint of understatement in its character.

More than ten years ago, Habring² manufactured an exclusive and patented world novelty – a chronograph that is controlled by the crown. For the 15th anniversary of the manufacture in Carinthia, this chronograph appears with a new "internal life". COS becomes Felix COS.

Some complications demand a closer look. But even contemporaries with less affinity for watches will recognise a chronograph from a distance already. Special characteristics: operating elements, mostly in

the form of pushers or buttons, above and below the crown. Mostly there are two elements but sometimes just one. And quite rarely, a chronograph even comes without any buttons and pushers. The COS of Habring² is al-

most something like a chronograph camouflage, meaning a chronograph that cannot be recognised as such at the first glance. The acronym COS stands for Crown Operation System. This means in