

U(h)rkraft

CUSTOMER MAGAZINE OF HABRING UHRENTECHNIK OG

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Dear reader,

Competing is by no means always pleasant. It can be onerous, disrupting and annoying – and it demands in particular continuous top performance. That is the price of success. In business as, for example, in sport. However, anyone willing to pay this price will perceive being competitive as a driver and inspirational motivator.

That is, of course, as long as the competition is fair. And that means: we need an equality of opportunities – not of results. It is, however, difficult to speak of equal opportunities in view of a subsidy policy that often equates to a distortion of competition. Generally speaking, the stronger a segment's lobby the greater the chances of receiving government aid.

Things are not much different in our segment. There is indeed a lobby, albeit it a lobby that works exclusively for a single location: Saxony and the well-known town of Glashütte. The small town on the river Müglitz is, of course, a historically grown location of watch production. The reference to „Glashütte i/SA“ is always beneficial to the brand image. However, Glashütte remains characterised by a noteworthy and unique feature even after nearly 25 years of German reunification: it still receives generous state funding in addition to EU subsidies.

All this, of course, is provided with the goal of supporting local development and creating more jobs. Some people already refer to Glashütte as the „Silicon Valley“ of watchmaking. Yet despite – or perhaps because of – all the euphoria it is often forgotten that cluster formation also leads to cluster risks. A segment crisis will naturally have a much greater impact on a segment of clusters than on a segment with a healthy mix.

But there again, public funding is always available in such cases. For instance, one well-known Glashütter luxury watch manufacturer thought nothing of reducing working hours for the majority of its staff in response to the market downturn of 2009, and that in spite of have received the most generous subsidies for the past 20 years. The watch manufacturer is one of the most profitable companies owned by a globally active luxury corporation based in tax-friendly Switzerland – all the better for guaranteeing the best profits. And lo and behold: in the six months during which short working hours were in place the group made net profits of an incredible 400 million Swiss francs.

Of course: not all manufacturers in Glashütte exploit the options open to them to such an excessive extent. But anyone taking a closer look at the financial aid available to registered projects can quickly come to the conclusion that real equal opportunities as a prerequisite for a fair competition are rarely seen in our segment.

We here at Habring² march to the beat of a different drummer. See the magazine in hand to find out how.

Best wishes from Carinthia,

Maria Kristina Habring
Richard Habring

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SIGN OF THE TIMES

How the Watch Oscar is strengthening the Habring² brand

The surprise effect in November 2012 could not have been better: the Grand Prix d'Horlogerie award in the „Sports Watch“ category went to Habring². Nearly a year later we spoke with Maria Kristina and Richard Habring about the response to the award – and about their organic farming strategy.

At the end of 2012 your small manufacture, which is the only one of its kind in Austria, was awarded the Grand Prix d'Horlogerie (GPdH) 2012 in the Sports Watch category. Was this just a fleeting triumph or does it have a lasting effect?

MARIA KRISTINA HABRING: Both. We were, of course, delighted to be the first manufacturers with roots outside of Switzerland to receive a coveted Watch Oscar. And the event was naturally a milestone. We experienced a very broad resonance in the weeks that followed – from customers and from the media. Daily papers and the international press alike reported extensively on the award. It was the first time that numerous Austrians and many others actually become aware of our existence.

What does an award like this mean to your small but select brand?

RICHARD HABRING: It's true: we are one of the smallest watch manufacturers. But we like to think like John Flynn, the boss of British cult brand Fred Perry, who struck gold when he said: „We are successful because we believe in a strange way that small is in fact big. Being a big brand is not cool. Being small is cool.“ We could not agree more. But being cool is not enough. One has to be perceived as a qualitatively superior brand on international markets. And the international Watch Oscar has proved exceptionally helpful in this regard. It helped us achieve a great deal of reputation and credibility.



For those who still don't know: What is this prestigious award all about?

MARIA KRISTINA HABRING: The Grand Prix d'Horlogerie has been awarded in various categories since 2001 and is long since considered as the Watch Oscar far beyond the borders of Switzerland. The city and canton of Geneva and the international watch museum MTH in La Chaux-de-Fonds are members of the awarding foundation. The expert jury is comprised of competent journalists from around the world. It was a huge acknowledgement for us to be the first to bring the award to Austria. We are pleased that the jury found our Doppel 2.0, a flyback chronograph limited to just 20 units, so compelling. The news of the award was outstandingly motivating for our small team and confirmed our

approach to consistently pursuing the principle of sustainability that characterises mechanical watches.

Considering your high degree of motivation, did you apply for a Watch Oscar in 2013?

MARIA KRISTINA HABRING: Of course we did. This time we have submitted the Doppel 3 by Habring², which is presented in this magazine, and the „Jumping Second Pilot“ model. We need to show our true colours as „organic farmers“ of the watch-making industry.

Speaking of „organic farmers“: is the comparison not a little far-fetched for a watchmaker?

RICHARD HABRING: Like our counterparts from agriculture, we are interested in sustainability. A high-quality mechanical watch of today draws its right to exist simply from the circumstance that no other article of daily use has such a long lifetime. But you are right insofar as the term „organic“ is today unfortunately used as a marketing buzzword – not least by large-scale industries. They are mainly interested in using the term „organic“ to suggest a clean conscience and, in doing so, to maximise profits. As inspired by a good friend, our definition of the „organic“ label is „I'm OK“. We do not need any EU certificates. We understand sustainability to mean 100 percent transparency, long-lasting quality and the preservation of resources. We are particularly pleased that our philosophy was also acknowledged by the GPdH jurors. ■

The questions were asked by Michael Brückner



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Habring² time lapse

Globally present:
*New dealers in the UK
and Australia*



News of success spreads fast: over the past few months a number of dealers from countries near and far have contacted watch manufacturer Habring² in the Austrian town of Völkermarkt. Two of them fit the Habring philosophy especially well – and now carry chronographs bearing the name of the small brand from Carinthia in their selections.

Define Watches („Australia’s leading online watch boutique“) has now added watches from Habring² to its product range. The company was founded by German national Peter Petzold and Lydia Dalle Nogare. Both landed on the fifth continent in November 2008 and importing and soon after began selling high quality watches from independent manufacturers at the beginning of 2009. The company in Bulimba near Brisbane (Queensland) focuses predominantly on small and medium-sized top brands from Germany. Define Watches also has a watch boutique in Brisbane alongside its webstore. The company recently added watches from Habring² to its product range – with obvious success. The first orders were placed shortly after Define Watches had added the watches from Austria to its portfolio



www.definewatches.com.au



Stewart's of Leicester in Great Britain have also added Habring² watches to their portfolio. The young company was founded in 2011 by Graham Stewart and his son Robert. „Our company is family-owned and independently managed. This enables us to offer truly unique and exclusive watch brand that are otherwise seldom seen“, according to Stewart’s. The objective is not only to sell high quality watches but also to assist customers with one-to-one advice and outstanding product knowledge

www.stewartswatches.co.uk

Flying the flag:
Habring² in London



Habring² has been routinely represented at the Munichtime trade show at Munich’s Hotel Bayerischer Hof and at the Viennatime in Vienna’s MAK. This time round, the small manufacturer will have to miss out. But that doesn’t mean it won’t be flying the flag elsewhere. In fact, Habring² will be represented at the „Salon QP – The Fine Watch Exhibition“ in London. This appearance alongside the company’s cooperation with the new watch dealer Stewart’s will serve to increase

the familiarity of Habring² watches in Great Britain. The watch exhibition was founded five years ago and will once again attract many friends of fine watches to the Saatchi Gallery (Chelsea) from 7 to 9 November 2013.

www.salonqp.com

...and at the Grand Prix

Not one but two high quality chronographs from Habring² were nominated for the Grand Prix d’Horlogerie de Genève (GPHG). The award for which the most reputable watchmakers submit their applications is considered as an international „Watch Oscar“. The small Austrian watchmaker has sent the „Doppel 3“ and the „Jumping Second Pilot“ to the starting line. Both watches are introduced in this magazine. Will another Watch Oscar find its way to Carinthia like it did last year? We will all know more in November 2013. Many Habring² fans are already crossing their fingers.



Joint Project
„KudOkTourbi“
*Kudoke & Habring²:
Of tourbillons and tentacles*

Fame can be so fleeting. Paul the octopus kept millions of football fans waiting with bated breath during the 2010 World Championships. The star of the Sea Life Centre in Oberhausen predicted the exact outcome of every game involving the German team as well as the result of the final. The octopus soon reached cult status as an „animalistic oracle“. These days, however, following his untimely death on 26 October 2010, no one speaks about him anymore.

An unofficial monument to Paul was presented at the Baselworld 2011. Stefan Kudoke, creator of extra-special chronographs skeletonised in elaborate, time-consuming manual craftsmanship, presented his latest creation – the „KudOktopus“. As the name implies, it is a combination of „Kudoke“ and the German word „Oktopus“. The movement features an octopus carved out, skeletonised and engraved by hand. It is covered in rose gold, whilst its pronounced suckers are in white rhodium. The remainder of the movement and its wheelworks are kept in black rhodium.

The second generation of the ticking octopus – the KudOkTourbi – is heading for the market. Watch manufacturer Habring contributed towards its design in the form of its renowned minute tourbillon that the octopus holds tightly in its rose gold tentacles – fascinated by nearly 100 components rotating around their own axis once every minute with utmost precision, revealing new insights at every moment. The eight tentacles of the KudOkTourbi symbolise the exclusive limited edition of this shy loner. KudOkTourbi officially rose from the depths at the Baselworld 2013. ■

Did you know that...

...Habring² will turn ten years old in 2014? The brand’s first watch was launched on the market in 2004.



...the company will launch its first in-house movement (A11) to mark the tenth anniversary of Habring²?

...quite a few years prior to producing its first in-house movement, Habring² had routinely added its own primary components to movements procured from ETA, thereby creating items with more than 50% added value added in-house?

...Watch enthusiasts can delve into the secrets of the world’s smallest watch manufacturer on location? The „Watchmaker’s Hour“ offers a small group of up to four people an opportunity to dismantle, discover, explore and successfully reassemble a mechanical movement under expert instruction. Appointments by arrangement.

...Habring² has purposely avoided defining itself as a luxury brand, as the term „luxury“ is often associated with being „superfluous“ and „unnecessary“?

...that Thomas Edison significantly irritated our „inner clock“ when he invented the light bulb? Beforehand, only sunlight had determined the timing of the human biorhythm cycle. It used to tell the organism when to sleep and when to wake up.



Jumping second: *Habring² takes the next hurdle*

The „Jumping Seconds Pilot“ models by Habring² cut a fine figure with their new calibers and classic pilot's watch look.

A watch for those who prefer jumping to sweeping...

A glimpse of the seconds hand is all it takes to tell even less watch-minded compatriots what lies behind the dial and drives the hands. A seconds hand that glides slowly around the dial is known as a sweeping seconds hand, or *seconde trotteuse*. It is a typical feature of a mechanical movement. By contrast, a seconds hand that jumps is usually driven by a quartz movement. The emphasis here is on „usually“. As with any good rule, there is an exception in this regard, namely mechanical watches with a jumping second (also known as a *seconde morte*). This complication had long since slipped into oblivion. Even today, some watch aficionados are unaware that every watch with a jumping deadbeat seconds hand does not necessarily have a quartz movement.

It is probable that particular requirements of general practitioners gave rise to the development of this mechanism in the first place. Back in the 1950s, when most doctors visited their patients at home, there were neither quartz wristwatches nor modern medical equipment. A doctor taking his patient's pulse simply looked at his watch and counted the pulse beats for 10 or 15 seconds. He then multiplied the result by 6 or 4 to establish the rate of heart beats per minute. It was, however, difficult to compare a sweeping seconds hand with the steady beat of the human pulse with any degree of precision.

The doctor wants it jumpy

The jumping second was invented in the 1950s, probably to optimise the so-called „Doctor's Watches“. The second hand jumps once every second and then stands still until the next jump. That made precise pulse measurement a lot easier.

Founded in 1897, the Manufacture de Chézard counted among the largest manufacturers of movements with jumping seconds. The principle: the clockwork continuously tensions a small spring in the movement that

suddenly releases its tension after exactly one second. The tension release pushes the seconds hand forwards by one division.

The Manufacture de Chézard first launched the calibre 115/116 and, later, the simplified movement 7400 on the market. Production finally came to a halt in the 1960s – and the jumping second sank slowly into oblivion.

That is, until Habring² helped the complication to find a new lease of life in 2005. The Carinthian watchmaker had a limited number of factory-new Chézard calibre movements at its disposal which it used in its Habring² Jumping Second. The brisk demand for the „small complication“ encouraged the Austrian watchmaker to deve-



JUMPING SECOND
CALENDAR



JUMPING SECOND
PILOT



JUMPING SECOND
DATE

lop the in-house calibre A07 on the basis of the ETA Valgranges movement that is now the backbone of the series with the atypical movement of the seconds hand.

This was followed by the second jump in the history of the contemporary jumping second: the previous calibres A07 (automatic) and A07M (hand-wound) gave way to the A09S and A09MS, recognisable not least due to the new factory finish. The movement also includes bridges and plates manufactured in-house. The wheelwork of the proven ETA/Valjoux calibre 7750 forms the basis of the new models.

Falling back on the in-house movement
The modularity of the A09S and A09MS remains unchanged. Its fea-

tures include a classic date display and power reserve display as well as a second time zone, moon phase display and even a calendar alongside automatic or hand-wound functionality. All displays are retrofittable on request to existing Habring² watches, and even the inclusion of a tourbillon visible from the rear is possible. The moon phase display with an enlarged moon at 6 o'clock is a completely new feature.

>> HOW HABRING² HELPED A CLASSIC COMPLICATION TO A WELL-RECEIVED NEW LEASE OF LIFE<<

The new black dial with digits enriched with luminous material and completely calendered stainless steel casing is reminiscent of the pilot's watches of the 1940s and 1950s. Hence the name: „Jumping Second Pilot“. Although the magnetic protection required in bygone times is fortunately no longer a necessary standard feature, it can be provided on request. Forgoing magnetic protection permits a development that falls back on the new Habring² proprietary movement. The components of the anti-magnetic escapement designed in accordance with the Swiss anchor escapement will be made of non-ferrous metals. They render conventional magnetic field screening unnecessary and therefore allow an untarnished view of the movement through the standard sapphire glass base. ■

SUCCESSION ARRANGED:

The Doppel 2.0 is succeeded by the Doppel 3

The Doppel 2.0 from Habring² not only received the coveted international „Oscar for Watches“ but also extensive applause from customers and watch magazines. Small wonder, then, that the 20 models of the limited double chronograph edition were soon snapped up. And now, due to the great success, the call is „Curtain Up!“ for the Doppel 3 – a split-second chronograph of particular sophistication.

Maria and Richard Habring presented their double chronograph, the Doppel 2.0, in the spring of 2012. Just a few months later in November the limited edition chronograph that had been snapped up in next to no time was awarded the Grand Prix d'Horlogerie de Genève, also known as the international Oscar for watches, in the „sports watch“ category. It is the first time in the history of the award that it has travelled across the Swiss border to the neighbouring alpine country.

Jury, press and, last but not least, the customers cast a clear vote. And Maria and Richard Habring did not want to disappoint. Having carefully fathomed out the options they decided to integrate the Doppel as an additional model in the company's existing small collection. Hence, the Doppel 2.0 has now found its successor – the Doppel 3.

Building a bridge to the pocket watch
Whilst the Doppel 2.0 was the logical further development of the original

Doppel from the year 1992, the Doppel 3 takes things a step further. The Doppel 3 is even more reminiscent of its roots – namely the sports timer watches of the late 1960s – with even clearer dials in silver, grey and black with silver-coloured auxiliary dials and red appliques. The Doppel 3 is also a step further than its immediate predecessors with regard to technology. Reduced to just one button for the chronometer's start-stop-zero functions, it bridges the gap to pocket

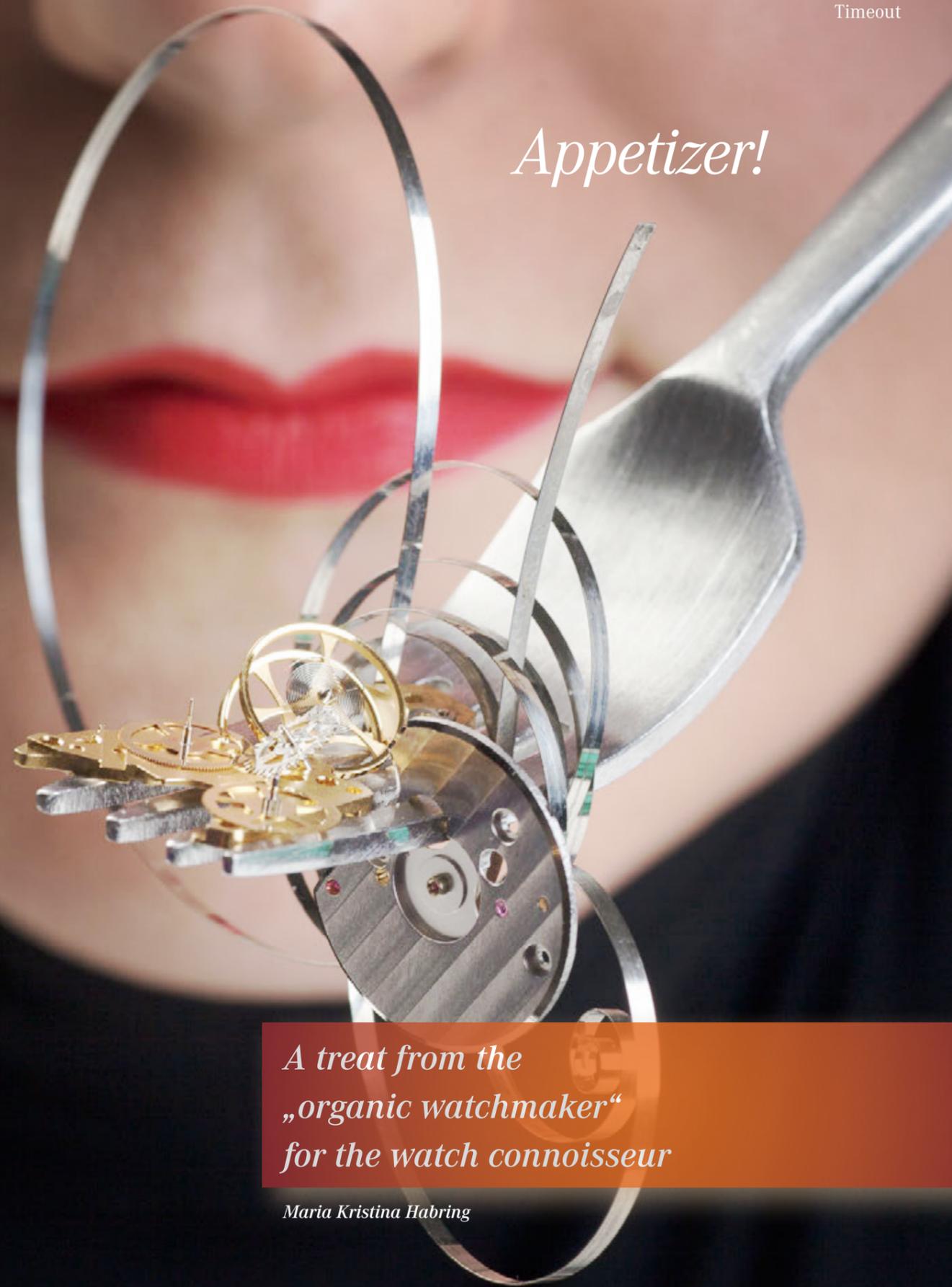
>> MINI-SERIES
PRODUCTION
GUARANTEES
PRECISION AND
RELIABILITY <<

watches with timing functions and rattrapante that were the benchmark in the pre-electronic age.

Of course, the A08MR-MONO calibre bears all the hallmarks of the small manufacturer in addition to the ingenious proprietary split-seconds mechanism. Chronometer, precise measurement and superior reliability are the result of small-scale serial production and assembly. The new Doppel 3 was launched in the summer of 2013 and costs 6759 euro. It is produced in the same limited edition as its predecessor and is therefore limited to 20 units per year. In addition to the Doppel 3 the split-seconds function will be included in the Habring² modular system with immediate effect. It is now available on request in combination with a centre-based minute counter or a full calendar. ■



1 2 3 4 5 6 7 8 9 10 11 13 14 15 16



Appetizer!

*A treat from the
„organic watchmaker“
for the watch connoisseur*

Maria Kristina Habring

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16



BY PROFESSOR BERNHARD LUDWIG

Watches – the beautiful way of keeping an eye on time

Time is money. The quote stems allegedly from Benjamin Franklin. It represents a broadly shared world view, according to which the highest possible price is attached to rare resources. Interest and compound interest come into the equation when time meets money. Current interest rates, however, are very low. Simultaneously, our time is increasing in value because we are so „overworked“. And, as value increases with scarcity, our time becomes more valuable the older we get. One can waste time, and unfortunately often does. But one can also take time or give it away as a gift. Never should we allow the precious resource of time to be stolen from us. Unfortunately, time thieves lurk around every corner of everyday life.

We must keep hold of the reins of our time and prevent others from taking control of it. The watch is an important instrument of time control. It is simultaneously the best and most beautiful way of keeping an eye on time. It is also – perhaps alongside a pair of glasses – a man's only piece of jewellery.

My interest in unusual chronographs was sparked during my childhood. My grandfather, who played a decisive role as head developer in the development of the „Steyr Baby“ compact car, was a passionate watch collector, and the „virus“ must have passed on to me at some stage. The consequences were significant: not only do I love and collect watches, I have also developed them – psychological watches, as I call them.

The watch for my „10in2 Diet“, for instance, was developed in cooperation with Habring². The diet applies a very simple but effective principle: on

so-called zero days one eats nothing and drinks only water and a cup of coffee without milk or sugar. On the next day any food is allowed. „10in2“ is, however, not only a diet but also a lifestyle. It is all about reducing calorie intake and sticking to time periods.

The watch I mentioned above shows me when I can eat and when I need to fast. The joy is two-fold: on one day I take pleasure from eating, and on the next I enjoy a full life without having to take time out for meals. And I also save money as well as time. I am currently working on the development of a second watch that will contribute towards deceleration. One hand indicates the hour, whilst the other hand shows me the completion deadline for my next project.

There are many weird and wonderful characters among watch collectors. That is precisely what makes the watch collector scene so multi-faceted and fascinating. Someone who finds his way to Habring² usually has a long watch-collecting history behind

him and already possesses a number of other renowned brands in his ticking portfolio. I reckon that perhaps two or three percent of those who are interested in watches are actually true experts. And they are willing to deviate from the mainstream of popular brands. Yes, time is money. I invest in the elaborate work of creative master watch-makers who can bring a fascinating mechanical micro-cosmos to life for me. ■

ABOUT THE AUTHOR:



Professor Bernhard Ludwig is a psychologist, author and entertainer. His seminar cabaret is the result of an endeavour to convert 100% science into 100% cabaret in a comprehensible and entertaining manner. For more information see www.seminarkabarett.com

>> WE NEED TO KEEP CONTROL OF OUR TIME. THE WATCH IS AN IMPORTANT TOOL FOR DOING SO. <<

HABRING² CUSTOMERS HAVE THEIR SAY

A rugged beauty that bears no grudges

Günter Behr was one of the first customers of Habring².

The vegetable producer from Klagenfurt purchased a ‚Time Only‘ in 2005 because he wanted a rugged yet beautiful mechanical watch, a watch robust enough to be worn at work in the vegetable gardens every day. Eight years later we asked how it was doing. Result: Stress test passed with flying colours!

Still gets a lot of pleasure from his ‚Time Only‘ from Habring² - Günter Behr from Klagenfurt.



No, an oversensitive „sissy“ would not do. As the owner of commercial vegetable gardens, Günter Behr needs first and foremost a rugged watch as a reliable companion when working days get tough. Not one that needs servicing after every knock or jolt. And certainly not a quartz watch that regularly needs new batteries. Günter Behr can also do without complications. The watch should nonetheless have an attractive appearance. Short and sweet: the man from Klagenfurt needed a rugged beauty.

It was therefore a serendipitous occasion when he encountered Maria and Richard Habring in Völkermarkt, where Behr sells his fresh vegetable produce twice per week at the local market. The Habrings became regular customers and conversation eventually turned to business. Habring² had recently been established as Austria's only watch manufacturing company and was selling the first chronographs.

„Beyond reproach and absolutely accurate“

Günter Behr expressed an interest in a Habring² ‚Time Only‘. „I hadn't heard of the young brand at the time, but I somehow found the watch very appealing as soon as I saw it“, recalls Behr. „My main concern was to have a rugged watch. I don't need a watch that I can only wear with a dinner jacket or on Christmas Eve. I need a watch that is up for anything. The Habrings made me an offer to test the watch without obligation. I found the test absolutely convincing, and that is why I bought the watch and became the proud owner of a ‚Habring²‘ in 2005.“

Of course, Günter Behr, who continues to sell his natural products at the market in Völkermarkt, has followed the success story of the Habring brand from the sidelines. He is probably a little proud of the fact that he was one of the watchmakers' very

>> I DON'T NEED A WATCH AS FANCY EVENING WEAR, BUT RATHER A WATCH THAT IS UP FOR ANYTHING. <<

first customers. But it is the quality of his „Time Only“ that thrills him most of all: „A flawless watch that reliably keeps time even when the going gets tough. I find the precise behaviour of its movement utterly convincing. The watch was meanwhile submitted for routine servicing, and that experience was just as flawless. The decision to purchase a Habring² was a wise one. I still get just as much pleasure from my watch. And I am convinced that will not change over the years to come“, says Günter Behr and casts a satisfied glance at his ‚Time Only‘ as it tells him it's time to get back to work. ■



A VISIT TO MARCUS GRUZE

Wine producer *by passion*

Marcus Gruze discovered his passion for wine in New Zealand. In 2008, he fulfilled his dream of his very own vineyard on Lake Längsee in Carinthia. We met with the producer of organic wines at his ‚Georgium‘ on the lake.

A life without wine? That would be virtually unbearable for Marcus Gruze. One cannot help but believe his claim when the wine producer from St. Georgen on Lake Längsee in Carinthia talks about wine. He has a heart full of passion for wine and a head full of ideas. He sees himself as a traveller and his travels took him half-way around the world until he returned to his roots on Lake Längsee. „My heart told me I was on the right path“, says Gruze.

The trained cook and waiter gathered professional experience around the globe. But it was at a winery in New Zealand where he spent three European winters that he discovered his passion for wine. His heart then led him back to St. Georgen, where, in 2008, a dream became reality. Marcus Gruze converted the house of his parents that had also been home to his grandparents. And he began cultivating wine on the northern side of Lake Längsee, where he planted around 15,000 vines in view of the natural lake at the heart of Carinthia. Prior to that he visited the Silberberg college of viticulture in Styria. Wine from Carinthia may come as a surprise to many. Oenophiles would probably expect to find great Austrian

vines in the neighbouring regions of Styria or Burgenland. Yet Carinthian viticulture can look back on more than a thousand years of tradition. There were already more than 130 hectares of vineyards in the 18th century. However, Carinthian viticulture sank into oblivion after the First World War. It was not until 50 years later that the first tentative attempts were made to help wine from Austria's southernmost state find a new lease of life. Yet nothing really happened until the year 2000. The Carinthian Association of Wine Producers meanwhile boasts 230 member companies.

Marcus Gruze, who calls himself a „wine producer by passion“, rhapsodises about wine from Carinthia. It is a passion that is shared by his life partner, Uta. „We both live by and love wine. I am passionate about organic cultivation, about working the land“, says Uta. But that is not all: she also spoils the guests in the new restaurant with creative dishes that harmonise perfectly with Carinthian wines.

The converted family home, whose architecture is defined by natural materials such as clay, iron, wood and reeds as insulation material, has built up a reputation under the name „Ge-

orgium“ as a refuge for friends of the vine and other connoisseurs.

The wines awaiting discovery all hail from the Burgundy family – with Pinot Noir and the white wines Chardonnay, Pinot Gris and Pinot Blanc as family members. Vintner Gruze's cellar also houses sparkling wines as they mature to perfection. Some are cuvées of Pinot Noir and Pinot Blanc, others are Blanc de Blanc. „To me, Burgundy is an attitude towards life“, emphasises Gruze. He really gets going when he talks about the climate and soil of the Längsee region: „The summers here are hot and usually dry. It can happen that we don't see any rain for a month. The hillside location directly on the lake creates a very delicate micro-climate that causes the hot air to rise up through the rows of vines. The average annual temperature is 13.4 degrees Celsius and the average rainfall is 700 mm.“ Marcus Gruze refers to his vineyards as a „small ecosystem to which I contribute my share“.

A life without wine must indeed appear unbearable to someone who speaks of wine with such passion. ■

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TOP ADDRESS IN DRESDEN

Buelow Palais Dresden *a Passion for Elegance*

Reside in style in one of Germany's most beautiful cities – the Buelow Palais Dresden makes it possible. „Passion for Elegance“ is the appropriately ambitious claim of the Buelow team. And the highlights of Saxony's capital city are just a few minutes walk away.

A very special kind of hotel awaits guests in Dresden's baroque district. The Buelow Palais Dresden is a refuge for connoisseurs who appreciate its generous, elegant rooms decorated in light, friendly colours that contrast well with strong wood tones. The junior suites have different floor plans and enchanting dormer windows. The two luxurious Palais suites offer a very stylish ambience. The idea of restoring one of Saxony's oldest stately buildings and to turn it into a small but beautiful boutique hotel was conceived twenty years ago. The result is the Buelow Residence, a resplendent product of reunification – and meanwhile a fixed component of Germany's hotel industry. Three ye-

ars ago, Dresden's hotel scene gained another highlight in the form of the Buelow Palais. The success story continued seamlessly with the addition of a second treasure. „A Passion for Elegance“ – that is the motto of the Buelow team. They are passionate about everything they do, as guests cannot help but notice. And the hotel is located at the heart of the city to boot. The Semper opera house, the Church of Our Lady and many other city highlights are just a few minutes away within comfortable walking distance. The Gourmet Restaurant Carroussel is where creative chef de cuisine Benjamin Biedlingmaier and his team delight their guests with cuisine of the highest order.

The professional stations he has stopped at en route read like a tour of culinary highlights in the German-speaking region: Traube Tonbach, Schlossgarten Hotel Stuttgart, Mandarin Oriental in Munich, Schloss Velden on Lake Wörthersee, „La MÉR“ at the Grand Spa Resort A-Rosa on the island of Sylt – and now the Carroussel in Dresden.

Buelow's Bistro offers guests light German-style cuisine. A long day is best put to rest in one of the comfortable armchairs in the Palais Bar. The next day can then begin with breakfast in the light-flooded interior courtyard. ■

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Our shopping tip: *The height of men's fashion*

Men's suits made from the finest Italian cloth, top-quality shirts, tailor-made by hand and absolutely unique – and all that at fair prices: The customers of Sebastian Franke in Dresdner Schlössergasse 29 certainly appreciate his range and service. A visit is well worth while for any quality-conscious customer: either directly on location in Saxony's metropolis or via the Internet under www.herrenausstatter-franke.de.


Franke
HERRENAUSSTATTER
DRESDEN IN SACHSEN

Enjoyment – „Made in Austria“

Schnapps from Pfau and cheese from Nuart – every connoisseur should take time to enjoy these two specialities Carinthian specialities.



Traditional cheese art from Nuart

The name Nuart stands for the ultimate in sheep's cheese. The word has spread quickly among connoisseurs and restaurateurs alike. The Nuart Family (vulgo Hafner) is based in the Carinthian town of Mittertrixen and counts among the top addresses for specialities made from sheep's milk. Their recipe for success: Nuart practices the art of traditional cheese-making in a rural cheese dairy. All of their cheese types are made from 100% non-heat-treated sheep's milk. This is made possible only by the very high quality of the base milk that demands exacting care and attention during the milk production process. The process includes aspects such as animal feed and husbandry, animal health and hygiene during milking. This task was initially carried out by a partner company run by Hans and Irmgard Köstinger. A few years ago it was taken over by the Widrich Family, who now produce the milk at their farm near Haberberg between Griffen and Granitztal.

Nuart sets great store by preserving the valuable nutrients in the sheep's milk throughout the cheese-making process for each cheese type. The use of freeze-dried

cultures enables the manufacture of sheep's milk products without adding any cow's milk at all.

Alone the list of different cream cheeses will have connoisseurs smacking their lips in anticipation. How about a natural sheep's cream cheese pot, a sheep's cream cheese „Mozzarella“ or sheep's cream cheese refined with herbs and spices? Sheep's cream cheese matured in wood ash is also a delightful delicacy for every cheese fan. An interesting number of mature cheeses such as blue cheese and smoked soft cheese round off the product range. Anyone who fancies a taster should pay a visit to the farm shop located directly on site at the organic farm in Waisenberg.

www.nuart.at



Pfau – a peacock with a burning desire

„Time is money“, wrote Benjamin Franklin in his work „Advice to a Young Tradesman, Written by an Old One“, which was published in 1748. That would appear to be true for many business segments. After all, interest and compound interest come into the equation when time meets money. But

time can also be an investment – in the meaning of „taking time“. The return on such an investment is then measured in quality, not in interest.

The distillery Pfau Brennerei GmbH Valentin Latschen in Klagenfurt has invested a lot of time, patience and maturity in its premium schnapps since starting out in 1987. Right from the beginning their motto was: „Quality is a must – from fruit to finished schnapps“. The approach is very much appreciated by the many friends of schnapps from Pfau. Their numbers have grown continuously in recent years. Much to the delight of Valentin Latschen, who sees himself as a missionary who has set out to convince his customers and colleagues of his 100% approach to quality. This is how a small „cellar distillery“ at the „Peacock“ farm in Jauntal developed into a schnapps producer widely acknowledged throughout Europe. In 2000 the company relocated to the Schleppe Brewery in Klagenfurt. The renowned winery Schlumberger Wein- und Sektellerei acquired a share in August 2012.

Filling glasses with nature – that, so to speak, is the „burning passion“ of the Pfau brand. All Pfau schnapps are 100% pure distillate. The nuances occurring in the taste of fruit from year to year are intentionally emphasised as natural differences in the schnapps. Additives such as aromatic flavourings, sugar and additional alcohol are naturally prohibited. Every bottle of Pfau schnapps bears the vintage. The varied product range stretches from apple schnapps to plum schnapps and includes exotic specialities such as bock beer schnapps, black currant schnapps and rowan berry schnapps. Various organic schnapps round off the product range. Schnapps from Pfau – fruit could hardly aspire to anything higher. ■

www.pfau.at



ALLOW US TO INTRODUCE: PARTNERS OF HABRING²

Cador – a top address for dials and more

The first glimpse of a person's face often decides on sympathy or antipathy, on trust or distrust. A similar rule also applies to high quality products: the visual appearance is just as important as the „inner values“. The dial is, after all, the face of a watch – and therefore has an influence on the customer's preferences. Thus, visually appealing dials of outstanding quality of craftsmanship are a key feature of high-end chronographs.

The company Cador Zifferblatt GmbH, located in the German town Eimeldingen close to the Swiss border, is considered a top address among dial manufacturers. When managing director Andreas Reisch – very discreetly, of course! – discloses the names of a few of his customers, any ambitious watch collector will soon discover that most of his prized possessions are equipped with dials made by Cador. The company's customer base includes some of Europe's most renowned brand names – including, from the very beginning, Habring².

„We place high demands on quality and are geared specifically towards customer orientation. We do not deal in catalogue items“, explains Andreas Reisch. The appearance of each com-

ponent is discussed in detail with the customer. And certain requests have proved to be at least a tad exotic. For instance, Reisch recalls a small watch manufacturer from Iceland who insisted on the inclusion of volcanic ash in the design of his dials. His request was fulfilled.

„Our task is to translate the language of the designer into our language of production“, explains the Cador CEO. That is a task the medium-sized business and its 30 employees have tackled perfectly for more than fifty years. The manufacturing company was founded by Swiss national Werner Meyer in 1958 with the clear objective of manufacturing dials in Germany and selling them on the national market and in Switzerland. Hans-Dieter Reisch, the father of Andreas Reisch, joined Cador early on (1977) and played an active role in its ascent to the summit. He took over the company in 1993.

„At the time, the production of solid gold appliqué was one of our core competencies“, says Andreas Reisch. One of the first milestones in the company's history was the relocation from Loerrach to larger premises in Eimeldingen in 2002. The continuously growing company expanded

systematically in the years that followed. Finally, precision milled parts were added to the company's existing range of dials for wristwatches, pocket watches and dial gauges.

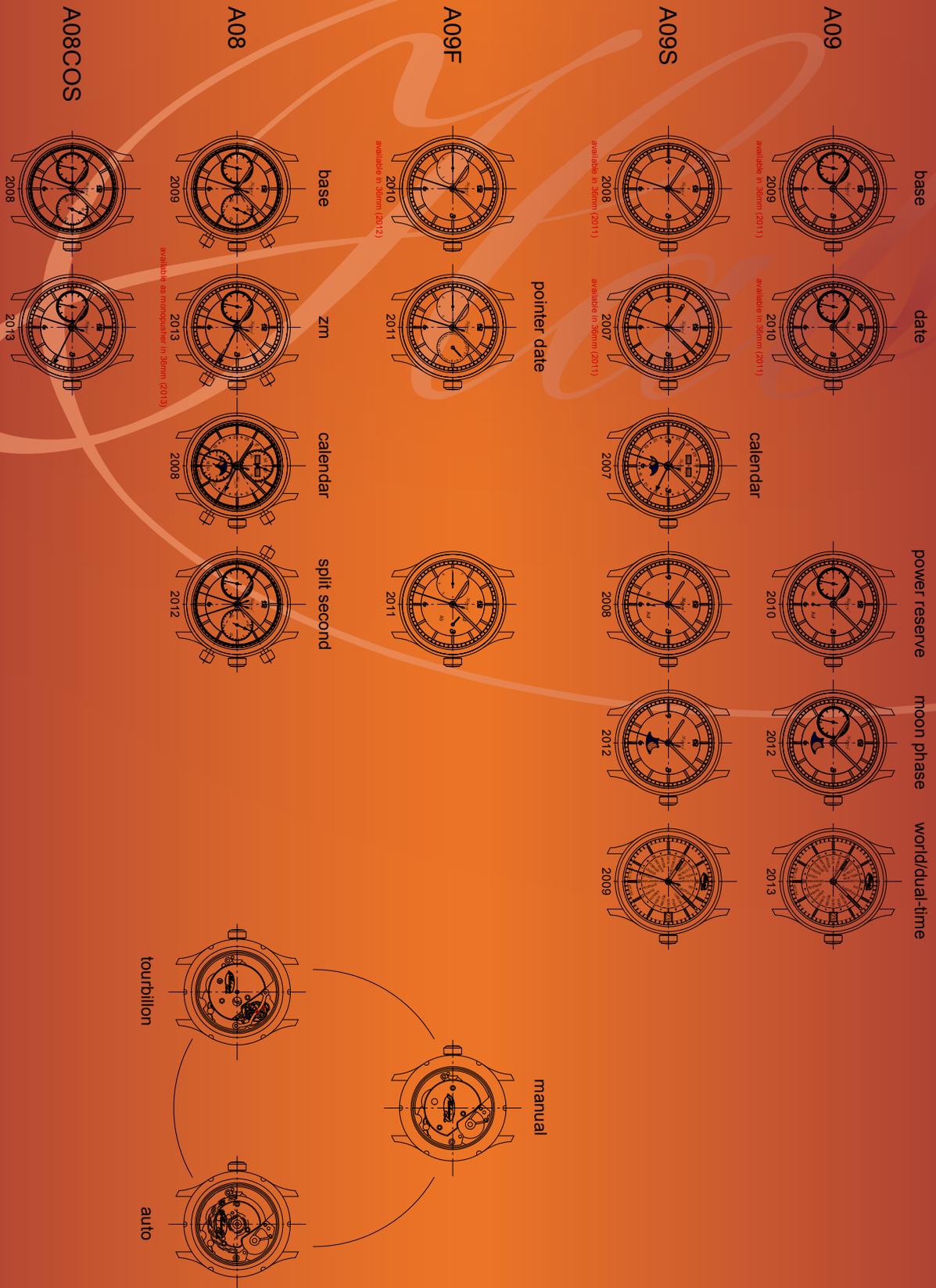
These parts are processed with a high degree of quality thanks to CNC technology; applications include CNC needle etching, 3D engraving, pattern engraving and multi-coloured galvanisation for movement plates and bridges. Cador installed an in-house department for appliqué production at the end of 2012.

What particular challenge does the production of dials for the Habring² brand entail? „The dials of these watches are characterised by very intricate surface processing. We use an older, more traditional technology for the purpose. It ensures the classic appearance of Habring² watches and their recognition value“, explains Andreas Reisch. ■

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„HABRING²“ Modular System



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