

U(h)rkraft

CUSTOMER MAGAZIN OF HABRING UHRENTECHNIK OG

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Dear reader,

Ten years of Habring Uhrentechnik – an anniversary of this nature is of course reason enough for a retrospective. And as we look back we discover just how fast time has passed. We still remember very clearly the day we presented full of pride the first ever Habring² Time Only. Volatility and virtuality are two characteristics of time. We cannot feel it, touch it, smell it or taste it. But we can take time. The true connoisseur counteracts the restlessness of our so-called high-speed society and its racing pulse by treating his time with wise aplomb.

We, the small enthusiastic team behind the Habring² brand, take our time to manufacture high-quality watches of subtle sophistication by hand using conventional machinery. And now, ten years after our company was founded, the time has finally come: we are proud to present our own proprietary movement, the A11. This makes us manufacturers whose movements are produced 100% in-house. It also means that we honour the true meaning of a term so often broadly interpreted by marketing strategists: "manu facta", i.e. made by hand.

Now, the development and production of a proprietary caliber is considered an expensive undertaking that usually only very large and therefore financially strong companies can master. Consequentially, it is the first and foremost the industry that claims the attribute "hand-made" for itself, well aware of how little behind the scenes actually is "manu facta". The times when cranks were still turned by hand and machines were still proper "tools" are long gone; today, watch movement components are produced in series by highly specialized, numerically controlled CNC equipment. It is customary to decorate high-quality movement components – naturally by hand, as is the tradition. Good to know, then, that special *perlée* machines are equipped with random generators that purposefully create "errors" to imply the grinding tools were indeed set up by hand. Not so with Habring².

Everything is in the hands of the five employees and trainees who work at our manufactory. And that is meant quite literally. Our cranks are turned by hand, as are many other typical tools such as micrometers for setting jeweled bearings or the staking tool. As its name implies, it is used by the watch-maker to rivet (stake) friction-fitting components with a single targeted strike. Every wheel of the new A11 movement was assembled in this way. It is also used to rivet the balance wheel pinion and balance wheel. Miniature, custom-designed devices are also used on the watchmaker's *etabli*, or workbench: for instance to precisely position the anchor pallets dimensionally correctly in the anchor, or even to manually adjust the timing of our proprietary balance wheel by determining the length of the hair spring. What all of these activities have in common these days is that they are automated in industrial production. It can therefore be said that these producers are industrial manufacturers.

We at Habring² are proud to claim 100 per cent "manu facta" for our proprietary movement. The development and production of a proprietary movement cost time. We take whatever time is necessary. They also cost money. And we invest it – in our movement rather than in crystal palaces or ridiculously expensive testimonials. Let us do something with our time. Let's take it in our hands.

Best wishes from Carinthia,

Maria Kristina Habring, Richard Habring



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TIME SIGNAL

Craftsmanship secures the existence of small businesses

Maria and Richard Habring (Habring²) talk about the beginnings of their brand, the award-winning models and the new flagship – the Habring² Manufactory Caliber A11.



How does one hit on the idea of establishing a manufactory in spite of heavy competition and the nearly overpowering dominance of listed corporations in the watch-making segment?

MARIA KRISTINA HABRING: My husband used to make elaborate custom models and tourbillons. But after a while it was not enough - we wanted to create something of our own. We weren't bothered by the competition. Quite to the contrary: we saw it as a healthy challenge. Managers might be satisfied, but markets never are. Markets are always hungry for new ideas and concepts. Habring² watches are sophisticated, but never playful. The design is clear and stringent, but never run-of-the-mill. And now, to mark our tenth anniversary, we are proud to present our 100% manufactory caliber, the A11. It proves that the company's founding was driven by the powerful motor of good ideas - and not by the hallucination of quick and easy money.

Nonetheless, even with ten years under your belt you are still a newcomer. Do competitors with a long-standing history have it easier?

MARIA KRISTINA HABRING: They can at least tell some nice anecdotes from the times of our great-grandparents. But tradition doesn't always go hand in hand with innovation. On the contrary: if you spend too much time looking in the rearview mirror you will sooner or later have a problem ahead of you. Admittedly, our brand is still relatively young, but already well-established among experts in Austria and abroad. The story of the Habring² brand began in 2004 with the classic three-hand watch Time Only. We started the second decade with our highly regarded proprietary caliber. Many things have happened in the meantime to encourage us time and again.

For example...

MARIA KRISTINA HABRING: ... the outstanding response our new models receive time and again from dealers and customers. And we are particularly proud of our two-fold success at the Grand Prix d'Horlogerie de Genève (GPHG). In 2012 we made first place in the "Sports" category with the Doppel 2.0, our contemporary interpretation of a split-seconds chronograph. And then something unbelievable happened: in the following year the illustrious jury awarded us first place in the category "La Petite Aiguille" for our Jumping Second Pilot. It really is a great feeling when you can stand up

as a small family-run manufacturer against gigantic, well-known competitors. Grand Prix2 for Habring² – seems somehow quite befitting.

Your latest movement, the A11, replaces the previous ETA 7750 clockwork. Why did you choose not to use it any more after so many years of good experience?

RICHARD HABRING: We would have liked to have continued working with ETA. However, it wasn't down to us but rather to the company that thought it was about time to bully the market once again. But jokes aside: the company's decision is well-known. It is bitter, but it came early enough and left us with sufficient time to do something about it. What makes the whole situation so sad is that the Swatch Group is not punishing those who have so far profited from the situation, but rather the many small businesses whose creativity is an enriching element within the industry.

Despite the small size of your company you have decided to produce your own movement. Why not use the replacement movement SW 500?

RICHARD HABRING: The SW 500 replaces the 7750 as a complete movement. We have never used a 7750 off the shelf as we always created our own version using the movement as a basis. This is also the reason why we stopped purchasing complete movements in 2007, after which we changed to component sets defined in cooperation with ETA. Although expensive, it was better for us as we no longer had to strip the heart out of the movement and weren't left with any parts we couldn't use. Simply to discard them would have been contradictory to our understanding of sustainability - hence the lack of SW 500 movements. Sellita is of course interested in selling complete movements instead of individual components. Apart from that we would have stumbled from one dependency to the next. We are also too small as a buyer to be taken seriously from that kind of supplier. From

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a technical viewpoint there is the fact that the SW 500 has a different design to the 7750, including for instance an incompatible escapement. We would have to make new plates alongside other components such as our Triovis. It would not have been right.

How should we see it, then - as a clone of the 7750?

RICHARD HABRING: Although there are a few constructional parallels, we would not call it a clone. Whilst the 7750 is an automatic chrono, the A11 is simply a hand-wound three-hand movement. We could upgrade it to an automatic and even to a chrono, but again there are differences: our automatic winds in two directions and our chrono has a central 60-minute counter. A certain similarity of design was indeed unavoidable as we had constructed too many function modules over the years that were based on the 7750. A completely new design would, for instance, have forced us to redevelop our Jumping Seconds or Chrono COS – both of which are mainstays of our collection. We have therefore revamped a submodule from the group of function modules.

Your new proprietary movement is doubtlessly good for your image. Do you intend using it to spruce up the marketing for Habring²?

RICHARD HABRING: No, this is not about romantic marketing. Our first and foremost intention is to secure the long-term survival of the Habring² brand. With no access to corporate-owned monopolized parts, generous government financing as is available in Glashütte (Saxony) or affluent investors, manual craftsmanship is the only option with which a small family business can master the project of developing and building a proprietary movement, both technically and financially. Whilst some competitors invest in swanky architecture financed by generous donations from the taxman, we are interested only in the new A11

movement that is setting new standards in the field thanks to the incomparable value added through manual craftsmanship.

Your company is based in Austria. Whilst the Alpine republic can look back on years of tradition from imperial times, things have gone a bit quiet since then. Could Habring² help this tradition experience a minor renaissance? How have your watches been received in Austria?

RICHARD HABRING: Our two-fold victory at the GPHG was no doubt also a compliment for our country. Austrian watches are once again among the best in the world. This fact has also helped our brand make good headway in the domestic market. Initially, however, our young brand attracted little interest. I have no idea whether that was because a prophet has no honor in his own country or because many customers were too focused on famous brand names with often little substance. However, we have meanwhile gained a great number of Habring² customers in Austria and also in Germany. Many of them have become sworn fans.

MARIA KRISTINA HABRING: Just to finish off – we also do what we can within our means for the future of superior watch-making in Austria. Our small family business is meanwhile Austria's largest apprenticing company for watchmaking.

Ten years of Habring² - things were no doubt not always deadly serious, were they?

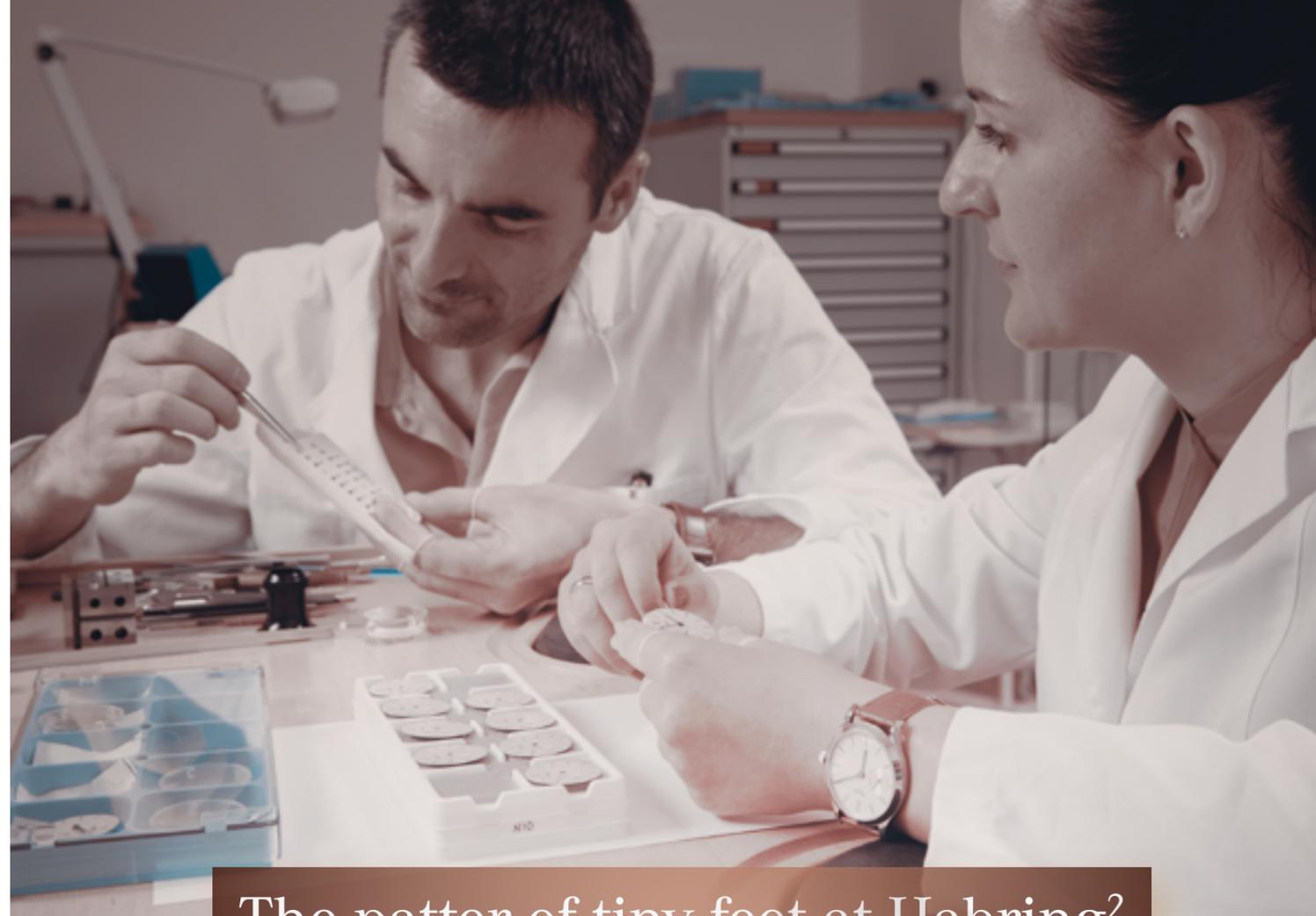
MARIA KRISTINA HABRING: That would have been terrible. If you happily invest passion you will reap success sooner or later. If you take on a task with overzealous grimness you will eventually crack. Of course, there are countless anecdotes from the last ten years of Habring².

Would you like to share one or two with us?

MARIA KRISTINA HABRING: A while ago - it was early one evening - someone rang the bell of our studio door. I asked via the intercom who it was. At first I couldn't believe my ears and thought someone was having a laugh. The man said his name was Harald Krassnitzer. The well-known Austrian actor and avowed watch aficionado was staying in the region and had heard about us. We have had the pleasure of counting him among our customers ever since. Let's finish with another anecdote from the early years of our company. One day we received a hand-written letter from an American. He had read about us and was very enthusiastic about our ideas and watches. That is why he had enclosed a check for 10,000 dollars. He wanted to support us and acquire a watch. At first we had no idea what to do with the money and so we opened a savings account for the customer.

RICHARD HABRING: I've just remembered another anecdote that nearly sounds like a joke, but it really did happen. A number of physicians have their surgeries in our neighborhood in Völkermarkt. One day a patient who spoke only a little German appeared in our workshop looking for the "horology" (urology) department ...

The questions were asked by Michael Brückner



The patter of tiny feet at Habring²



MILESTONES

Ten years of Habring² – a journey through time from highlight to highlight



"Simplicity is the ultimate sophistication", as Leonardo da Vinci well knew. Simplicity means concentrating on the essential. However, simplicity does not skimp on quality but only on frippery. Back in 2004, the still-young Habring² brand started off with a classic three-hand watch, a chronometer appreciated not only by purists. It shows hours, minutes and seconds and bears the unadorned name Time Only. The purist watch later received a new movement and a number of minor functional complications to choose from. Those who like it a little more complicated could opt for a date display, a moon phase or a power reserve display.

The *Jumping Second* (also known as a *Seconde morte*) had slipped into oblivion for many years. Habring² paved the way for the complication's widely noted renaissance in 2004 – and delivered visible proof that there are more ways of making a second jump than just with a quartz movement. Initially, Chezard calibers from the 1950s were used for the atypical movement of the seconds hand in an automatic watch. The proprietary *Caliber A07* based on the ETA Valgranges then became the backbone of the model range in 2007. In 2006, Habring² honored the home state of its small but select watch manufacturer in the form of the *Carinthian*.

The chronometer with the hand-wound Unitas 6498-1 movement combines the art of watch-making with local tradition. Whilst namely Austria's southern-most state has no watch-making tradition per se, Carinthia has made a name for itself over more than 400 years with the decoration of high-quality technological products such as hunting guns, for example. It is know-how that is also in demand for the decoration of watch movements. A chronograph without the otherwise standard pushers? The Habring² *Chrono COS* launched in 2008 proves it can be done. COS stands for "Crown Operation System" – an exclusive and pa-

tentented world innovation. The chronograph functions are operated simply via the crown. 2012 saw the addition of the *Chrono ZM* model with a central minute counter to the family of Habring² chronographs. It's a well-known fact that sundials only count the sunny hours. The Habring² *Foudroyante* introduced at the Baselworld in 2010 prefers things much more precise and displays even fractions of a second. Habring² combined this complication, sometimes also known as the "lightning second", with the "Jumping Second". The small second hand at the 9 o'clock position rotates around its own axis every second – that makes 86,400 rotations per day,

as that is precisely the number of seconds in 24 hours. The large second hand jumps to the next position every time the small hand completes a revolution. Maria and Richard Habring introduced their split-seconds chronograph, the *Doppel 2.0*, in the spring of 2012 in a limited edition of 20 timepieces. Having sold out soon afterwards, the chronograph was awarded the Grand Prix d'Horlogerie de Genève, the equivalent of the international Oscar for watches, in the Sports category in November. The *Doppel 2.0* was followed in the summer of 2013 by the *Doppel 3*. This watch goes back to its roots, namely the measurement

of sports times in the 1960s, even more directly. The reduction to just one pusher for start-stop-zeroing the chronograph function bridges the gap to the pocket watches with stop function and rattrapante (split-seconds). Then came the bombshell in November 2013: Habring² received the *Grand Prix d'Horlogerie de Genève* for the second time running, this time in the category "La Petite Aiguille". The illustrious jury was won over by the *Jumping Second Pilot*. The new *proprietary movement A11* and the new model Felix were introduced in September 2014 to mark the tenth anniversary of the Habring² brand.

Felix, the manufactory watch for happy times

The new entry model by Habring² stands out through its discreetness and unconventional interior: the three-hand watch named Felix is powered by the exclusive Habring² proprietary movement A11. By the way: Felix is a ticking counterstatement to the quote from Schiller's Wallenstein Trilogy: "Hours do not strike for a happy man" - anyone wearing it will be happy for them to strike.

Felix - what a name! Every optimist should bear it as "Felix" hails from Latin and means "happy one". And every association one could possibly think of is always positive. "Tu felix Austria" ("You happy Austria") is one of them. Many may spontaneously think of Felix Mendelssohn Bartholdy, the important German composer, pianist and organist. Many will remember their childhood and the cult cartoon figure of Felix the Cat that even had its own comic book published in Germany. Felix - the black tom cat with the big wide eyes and friendly smile. And because Felix is such a good luck charm, Charles Lindbergh had a Felix puppet with him on board his legendary solo flight across the Atlantic.

The happy one on your wrist

You can now wear the "happy one" on your wrist - and enjoy many happy hours. Felix is the new entry model by Habring². But it is also an entry model of high intrinsic value: it is powered by the proprietary Habring² movement A11B ("B" stands for "Basis"). Concentrate on the essential - this was the guiding principle during the development of the Felix model. The familiar exten-

dible screwed housing was waived to make Felix much slimmer than the other watches of the Habring² family. In fact, the height of the housing is a mere 7 mm. The housing's diameter of 38.5 millimeters will please everyone who does not want to sport an XXL chronometer on the wrist and is of a more discreet inclination. Felix is a purist of subtle elegance in many other ways. The fine-grained, silver-white dial and the thread hands made of black oxidized steel are just two examples. Two dial designs are available - with either an Arabian or Roman "12" and, on request, without the characteristic second at 9 o'clock. The proprietary movement in Felix is "Made in Austria". It is a matter of honor that the housing also hails from the Alpine republic. Produced in the mountains of Carinthia, its raw material stems from the Böhler stainless steel smeltery in Kapfenberg, Austria's internationally renowned specialist for highest quality stainless steels. Felix bears the typical Habring² serial number between the lugs at 6 o'clock which, in contrast to its siblings, is consecutive.

Happy hours are priceless. Not so Felix.

The new entry model of the Habring² brand is available at the subscription price of 3,950 euro until the end of this year. As of 2015, the year in which the entire collection will switch to the proprietary A11 caliber, Felix will cost 4,450 euro. Happy hours are priceless. Felix is not so unaffordable. Around 250 years after Friedrich Schiller completed his trilogy of Wallenstein dramas, the time to rethink has arrived. "Oh, he hath fallen from out his heaven of bliss, who can descend to count the changing hours. No clock strikes ever for the happy", says Max Piccolomini, the poet's protagonist. Oh, but it does! From now on the clock will always strike for the happy thanks to Felix.



>> FELIX IS THE NEW HABRING² ENTRY MODEL. <<



Felix - technische Daten

- Proprietary movement Habring² A11B
- Housing: stainless steel, three-part, 38.5 mm in diameter
- Waterproof to the equivalent depth of 30 meters
- Spherical sapphire crystal
- Double-sealed crown, sapphire crystal base
- Consecutive serial number engraved between the lugs at 6 o'clock
- Dial/hands: silver-white granulated metal dial with black print
- Polished, black oxidizing steel thread hands

Felix and the Philharmonic - a golden alliance

Watches as a capital investment? The idea of combining passion with potential profit is an enticing prospect for many friends of quality watches. They don't necessarily have to be wristwatches with 18-carat gold housing. Firstly, the metal itself - even as an alloy - is too soft for a case. Secondly, many prominent examples show that the steel variants of sought-after models today achieve higher prices than the corresponding gold variants. Thirdly, the price of new gold watches only seems to correlate to gold's actual value when the price of precious yellow metal is heading north. In 2013, for instance, the price of gold fell by one third. Yet the prices for gold watches largely remain at an all-time high. Felix offers the shrewd watch col-

lector and investor an intelligent alternative: purchasers who choose the Felix Gold Edition will receive a watch made of high-quality stainless steel together with a piece of real gold in the form of an Austrian philharmonic coin - its weight of one ounce (31.103 grams) and 24 carat purity correspond precisely with the gold weight of a watch case. This makes Felix Gold the first "gold watch" with real investment value, especially as the coin is billed at its current value on the day of purchase and can be sold at any time at the current gold price. In a best case scenario Felix would therefore finance the cost of its future maintenance through the forecast increase in the value of gold in the longer term.

TIME-WATCHING

Craftsmanship for the wrist

The caliber A11 introduced by Habring² is an authentic proprietary movement.



It's "curtains up" for the first 100 per cent proprietary caliber from the house of Habring². The main role in this widely noted premiere is played by the new caliber A11, the result of years of preparatory work that has secured the small Carinthian brand's independence from ETA movements.

A premiere review

A successful and slightly sarcastic German entrepreneur recently got straight to the point: "When my colleagues spend more time on the golf course than at their respective companies, they are already on the way out. The worst thing is: they don't even have a clue." Whether this insight is based on his long-standing observations or perhaps rather an arms-length relationship with athletic activities remains to be seen. One thing is certain: small and medium-sized entrepreneurs in particular need to invest not only money but also copious amounts of time and passion to create something special or, ideally, something unique that will secure their success in the long term. Maria and Richard Habring, the cou-

ple behind the Habring² brand, say they have invested "countless hours after work, at weekends and during holidays" over the past years. Over the years something was created that does indeed deserve to be called unique in many respects: the first ever A11 movement developed, produced and assembled entirely in Austria was brought to life in in one of the world's smallest watch manufactories. The "A" stands for Austria and the "11" for the start of development in 2011. "Habring² is probably the first small producer to take on these technological and financial challenges", says Richard Habring.

Of course, there are many who go by the name "manufactory" – and who aren't really too bothered about the real meaning of the image-boosting term. Some of the objects brought to market by one or another of the smaller brands as a "manufactory watch" are oftentimes chronometers with industrially manufactured basic movements whose wheelworks, for instance, have been rebuilt with bridges produced in-house.

"Manu facta" – literally speaking

That was simply not enough for Maria and Richard Habring. Over the past years they have worked on a proprietary movement that deserves to be called "hand-made". After all, that is exactly what "manu facta" means – and it is a term taken quite literally by the small Carinthian family business. And when machines play a role, which they must despite an endless enthusiasm for handcraft, they are of the conventional type, some of which are many decades' old and once served manufacturers of high repute. But even machines such as the staking tool or lathe need to be operated by hand. The challenge of creating a proprietary movement in-house comprised not only the entire wheelwork, winding mechanism and hand adjustment mechanism but also the escape-

ment, balance wheel and hairspring. The result is a caliber of high locally-added value that truly deserves the accolade "Made in Austria", even though Habring Uhrentechnik OG cooperates in certain minor areas not only with partner companies in Austria, but also in Germany and Switzerland. "Our A11 adds another dimension to the "manufactory" grade within the watchmaking segment", says a pleased Maria Habring. "In future, watches based on this movement will not only feature the manual craftsmanship of a selective small series production, but also individually crafted components." Manually assembled anchors, manually counted and curved hairsprings, manually assembled wheel/pinion combinations – these are just a few examples of what differentiates Habring² manufactory movements from industrially produced "manufactory calibers". Maria Habring is convinced that they are the first ever company with just five employees to manufacture a complete movement

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>> WHERE FELIX LEARNED TO OSCILLATE <<



>> "A" STANDS FOR AUSTRIA AND "11" FOR THE START OF DEVELOPMENT IN THE YEAR 2011 <<

including the escapement. And what occasion could be more befitting for the A11 to receive its premiere than the tenth anniversary of the Habring² brand so highly regarded by watch collectors at home and abroad.

Setting the course in good time

The decision to create a proprietary movement was initially founded on entirely pragmatic considerations. Until that time Habring² had used the wheelwork of the renowned ETA caliber 7750. "We would have liked to have continued cooperating with ETA", says Richard Habring. However, as is generally known, Swatch Group member company ETA decided years ago to significantly reduce and then finally stop supplying external manufacturers. However, only very few small manufacturers chose to react in the same way as the Carinthian manufactory. As a large number of ETA movements are still available on the market, many manufacturers have succumbed to the temptation of shelving the issue of future sources of movements and important components. Richard Habring is convinced: "According to our long-term plan, we could have waited another ten years before becoming a 100% in-house manufactory". However, the house of Habring is only just realizing how fast ten years can pass: the brand present-

ed its first ever watch precisely one decade ago. Since then time has flown past. That is why Maria and Richard Habring set the course in good time and developed their own proprietary caliber A11. Although the three-hand wound movement displays some constructional parallels to the ETA 7750, Richard Habring does not consider it a clone. "A certain amount of constructional similarity was made necessary by the fact that we had designed many of our own functional modules on the basis of the 7750 over the years." The A11 also matches the 7750 with regard to precision. "We are very happy with the results we have achieved, all of which easily fulfil chronometer requirements. From a qualitative viewpoint, our escapement is comparable to that of Nivarox in the highest quality", says Richard Habring. There will, however, be no chronometer certificates as it is the customer who must pay a relatively high price for this piece of paper. "We have for years guaranteed that our watches deviate by less than five seconds per day", emphasizes Habring. Instead of providing a certificate the Habrings vouch for their promise by applying their name to the dial.

Other movement variants in addition to the basic A11B movement for the Felix and Time Only models will

follow as of 2015: A11D (Time-Date), A11S (Jumping Second) and A11SD (Jumping Second with Date). There is still much to do in the house of Habring² – in the second decade of the company's still-young history. No time for golf courses, but all the more time for authentic and individual products with proprietary movements that deserve the accolade "manufactory watches" for more than just marketing considerations.

Technical specifications of A11 variants

- Diameter: 30 mm, with adapter for date 36.6 mm; Height 7 mm or 7.9 mm (A11D and A11SD).
- Hand-wound with 48 hours power reserve
- Fine adjustment via tangent screw
- Amagnetic escapement with Carl Haas hairspring in chronometer quality
- KIF shock protection pursuant to DIN and NIHS
- 24 rubies (A11D), 21 rubies (A11S), 25 rubies (A11SD)
- Fast date-adjust for A11D and A11SD
- Elaborately refined by hand with polished edges, decorative grinding and perlage



LATEST NEWS

Habring² Time-lapse

Success in sequence:
Habring² gets the Watch Oscar again



Some people may have rubbed their eyes in disbelief: in the autumn of 2013 Habring² claimed the second victory in sequence at the renowned Grand Prix d'Horlogerie de Genève (GPHG) and was once again able to carry the coveted Watch Oscar home to Austria. The family owned manufactory's Jumping Second Pilot convinced the 23-strong jury, whose members included well-known designer Philippe Starck and singer and watch enthusiast Herbert Grönemeyer alongside international expert journalists. The category "Petite Aiguille" or "Small Hand", in which the Habring² Jumping Second Pilot competed successfully against numerous renowned competitors, is reserved for watches with a maximum sales price of € 6,000. By claiming its second "Grand Prix" the small family business pushed reputable brands into lower rankings and again proved that Austrian watchmaking once more counts among the best in the world.

Habring²:
Small company team, biggest training company

Small can also be big. Or maybe they are big precisely because they are small. In any case, what is certain is that Habring² is probably the smallest watch manufactory in Austria, possibly even in Europe. At the same time, the family business

based in Völkermarkt can raise the claim of being the largest apprenticeship company for the profession of watchmaker. Habring is currently training three watch technology apprentices. The Habring² team consists of seven members all in all. Of course, this sets a natural limit to the number of watches produced each year and preserves the characteristics of a manufactory. The apprentices learn their craft from scratch using conventional machinery.



UhRSACHEN & Maegli:
Top address in Switzerland

The Atelier UhRSACHEN in Berne is considered a top address by many a gourmet of fine watches. Former owners Hans Erb and Isabelle Urfer Erb sold the prestigious small business a few months ago to the Maegli family, who currently run the Maegli jewelry and watch stores in Olten and Solothurn in the fourth generation. The new owners also share the same burning passion for watches. Dominik Maegli is a trained watchmaker and a passionate lover of unusual time-keepers. He has a particularly soft touch for high-caliber niche products. The magazine "1910 tick different" held in such high esteem by customers is now published as a joint production by Bijouterie Maegli and UhRSACHEN. Watches of the Habring² brand remain available for viewing and purchasing at the UhRSACHEN studio in Bern, Kran-

gasse 19. Habring² is delighted to have such a reputable distribution partner in the Swiss capital city. Both partners wish to continue their cooperation under the aegis of the Maegli family

CronotempVs:
For watch enthusiasts

CronotempVs is a private club of watch collectors and enthusiasts that was originally founded in Spain. The club meanwhile has numerous foreign members from, among others, Holland, France, Germany, China, the USA, Taiwan and Switzerland. First-hand information and a shared passion are the objective; to achieve it, CronotempVs has joined forces with the most reputable historical companies as well as with young, independent brands that incorporate the classic virtues of watchmaking. Like the club members, the cooperating brands are also thoroughly scrutinized and carefully selected. Alongside various other activities the club organizes unique "Club Watch Editions" and has elected Habring² to implement the "CronotempVs VI": a Jumping Second with power reserve display. For more information see: www.cronotempvs.club



PILOT

Habring² "Time" line goes Pilot

New basic models take off

The Time Only and Time Date Pilot from Habring² are now also available in a sporty pilot look. Enough to turn any watch enthusiast into a frequent flyer.



It was the high flyer of the year 2013: the Jumping Second Pilot by Habring². No doubt it gained significant lift from its success at the prestigious Grand Prix d'Horlogerie de Genève, where it secured the second widely noted Watch Oscar in sequence for the Carinthian manufactory. The journey continues now the course for success has been set. The current basic models by Habring² are now also available in the new, sporty pilot look, and even non-pilots agree – it was a precision landing. It was also a trip back in time, so to speak, to the 1940s and 1950s. The new models with their characteristic digits filled with luminous material and the completely satin-finished stainless steel housing are reminiscent of the service watches of the era. The Time Date Pilot fea-

tures a matte black dial and easily legible large date at three o'clock, giving it that certain nostalgic style favored by our grandfathers. The two new variants of the Time Only, on the other hand, offer a completely new interpretation of the "functional watch" with their galvanized dials in grey and blue.

Models with a proven "engine"

Regardless which model the pilot's watch enthusiast chooses he can be sure in any case that his watch is powered by a proven "engine": inside each watch ticks a caliber A09, referred to by some as the "tractor" from the house of Habring. The A09 is available as a hand-wound version (A09M) and also with the exclusive, double-effect, automatic winding system. The movement drives the

hour and minute hands as well as the small seconds at nine o'clock or at three o'clock on the Time Date Pilot. Both the Habring² A90M and the A09 are naturally shockproof pursuant to DIN and NIHS. Both movements have a power reserve of 48 hours when fully wound. The hand-wound caliber has 57 service-relevant parts, the automatic version has 64.

The appearance of the new basic models is characterized by a three-part, screwed matte stainless steel case. The watches are also available with titanium housing on request. The convex sapphire glass is coated on both sides and protected against negative pressure. Sapphire glass is, of course, also used for the transparent base. The crown features a double seal to make the new Habring²

models watertight to the equivalent of 50 meters. The proud owner will find a selective case number from 01-20XX (year of manufacture) to 12-20XX engraved between the lugs at six o'clock.

The ticket for ticking high flyers can be had from 2,850 euro (Time Only Pilot hand-wound). The automatic variant costs 3,150 euro and the Time Date Pilot Automatic 3,550 euro. The classic version of Time Only and Time Date are still available for those who prefer to keep their feet on the ground.

Other entries from the "logbook" at a glance:

- Matte black galvanized silver dial with appliqué numbers and hour indices with Superluminova coating or galvanized blue or galvanized gray dial with appliqué numbers and hour indices with Superluminova coating
- Polished, galvanized thread hands with Superluminova coating
- Choice of various leather and micro-fiber watch straps
- Three-part wooden case made of brushed and oiled Douglas pine ("Oregon Pine") with built-in parts holder and spare parts set

>> EVEN NON-PILOTS AGREE – IT WAS A PRECISION LANDING. AND IT WAS ALSO A JOURNEY BACK IN TIME, SO TO SPEAK. <<



Carinthia at its best



Loncium:

Foaming over with success

Beer consumption in German-speaking regions has declined continuously in recent years. By way of contrast, micro-breweries around the globe are experiencing a downright boom. Manufactory breweries in the USA, for instance, are considered a growth sector.

The reason is simple: global brewery corporations produce huge quantities for global brands and are therefore forced to take the lowest common taste denominator as the benchmark. Everyone thinks the result tastes "quite nice", but no one thinks it's really tasty. Not so with beers from micro-breweries. Each has its own individual and convincing taste. Such as the beer manufactory Loncium in the picturesque village of Kötschach-Mauthen in Carinthia, close to the Italian border. Since 2007, career changers Klaus Feistritzer and Alois Planner have brewed beers there that not only win the hearts of discerning connoisseurs but also those of the jurors at international beer-tasting competitions. The secret to success is not really that secret: Loncium beers are brewed in accordance with traditional recipes using excellent water from the region around Mauthen,

special malts, bitter hops, yeast and aroma hops. In contrast to industrially produced beers, Loncium products mature not just for a few days but for up to two months. This process creates a robust, fine-pored head. In addition to the classic "Lager Spezial" the beer-drinking gourmet can also choose between the bottom-fermented "Loncium Hellen", the seasonally available "Gailtaler Weissen" (yeast beer), the meaty "Weizenbock" with 6.8% alcohol by volume and the dark Bock beer specialty "Die Schwarze Gams". The "Carinthia" picks up the largely forgotten tradition of Indian Pale Ale (IPA) – a top-fermented beer specialty made with exotic hops. "Austrian Amber Lager" is another specialty beer. Caramel malts and select hop aromas make this beer a very special pleasure to drink.

www.loncium.at



"The Bear's Kitchen":

From the Alps to the Adriatic

What a terrific performance: three toques from restaurant guide Gault Millau, a star from Guide Michelin and "Chef of the Year 2003" to boot! The list of awards bestowed upon the traditional restaurant "Trippolts Zum Bären" over the past years and decades is long. But perhaps the most prized award for toque chefs Josef and Seppi Trippolt is the loyalty of their guests, some of whom travel from Vienna or Italy to the romantic Carinthian town of Bad St. Leonhard to enjoy the refined regional cuisine prepared under the slogan "From the Alps and the Adria-

tic". Two generations are at work in the kitchen: three-toque chef Josef Trippolt senior, who refuses to rest on his laurels despite his pensionable age and is still found in the kitchen nearly every day; and Josef Trippolt junior (born 1973), a top-class cook who learnt his trade at the five-star Hotel Arlberg Hospiz in Tyrol and then returned to his parents' kitchen in Lavanttal after an extended stay in Bermuda. Guests can enjoy the creations made by father and son in three different dining rooms in a nostalgic, 600-year-old patrician house embedded in idyllic surroundings. Other members of the "Bear Family" in addition to the two chefs include youngsters Julius and Theo and also businesswoman and wine expert Maria Trippolt. She is considered one of the country's top sommeliers. Silvia Trippolt-Maderbach, the woman at Seppi junior's side, trained as a journalist. It is to her the circle of connoisseurs owe the Trippolt cookery book "Die Bären-Küche". The Trippolts see the future of top level Carinthian cuisine in a less pretentious but higher quality cooking style. In their opinion luxury products and the exotic will continue to disappear. "A chef should be able to conjure up something grand from a simple potato", says Seppi Trippolt. This is because guests keep an eye on their money and are no longer prepared to pay top dollar for an evening meal. "As a region of refined enjoyment, Carinthia offers the best products for a simple yet high-quality cuisine.

Trippolts Zum Bären

Hauptplatz 7

A-9462 Bad St. Leonhard

Tel.: +43 4350 2257

www.zumbaeren.at



SCHLOSSBERGHOTEL - HOTEL OF ART / GRAZ

Art appreciation at its best

Top hotel and art gallery, traditional and modernist, at the heart of Graz but nonetheless a place of contemplation: "Schlossberghotel – Das Kunsthotel" is as multi-faceted as art itself – and always a treat. And all timepiece enthusiasts should know that the Schlossberg with its clock tower is just a few minutes' walk.

Enjoyment is an art, and art is an enjoyment. Where else could one test the truth of this statement better than in a hotel dedicated to art? All the more so when the hotel is probably the finest art hotel in all of Europe. And what location other than Graz could be more befitting for such a hotel? At the heart of the European Capital of Culture 2003 lies a true place of contemplation: the elegant Schlossberghotel – Das Kunsthotel is only just three minutes away from the main square, but it is nonetheless an oasis of peace and quiet. It is also a gallery without opening hours. The hotel holds an unbelievable and probably unique abundance of original contemporary art on display in perfect, lovingly restored architecture. Jean Paul once noted that art is not the bread of

life, but probably its wine. Along these lines the hotel is comparable with an excellently equipped and very extensive wine cellar, says the hotel manager in reference to the famous author's aperçu and goes on to promise: "The art collection of the Schlossberghotel offers variety and excitement at the highest level, a number of real gems and a lot of room for interpretation." The guest rooms stylishly furnished with antiques count without out doubt among the hotel's highlights. Old and new are harmoniously combined and represent the unification of the traditional with the contemporary. Some rooms afford guests a relaxing view of romantic courtyards, others an outlook on the charming old town of Graz. The swimming pool in the roof garden, a sauna, infra-red cabin and

fitness room ensure that the guest's cultural wellness is not all that is catered for. The hotel is an ideal starting point for many activities thanks to its central location in Graz. Points of interest such as the Kunsthaus art gallery, the Murinsel and Schlossberg with its clock tower are all easily reachable on foot. The opera, theatre, a number of museums and endless shopping opportunities, cafes and restaurants are located close by the Schlossberghotel – Das Kunsthotel. The hotel can look back on centuries of tradition. In the year 1596 it was named the Imperial Court Carpentry in Graz and went on to serve the craft for many years. A new chapter was not written until the 1960s. From that time on the building was home to the "Gasthof Bierstrom" inn. It was then largely converted and modernized between 1980 and 1982. The Schlossberghotel then opened its doors. In the following years the hotel expanded by incorporating the two adjacent buildings. The construction of the new apartments in Domenig-Spitz in the year 2011 was another highlight.

INFO:

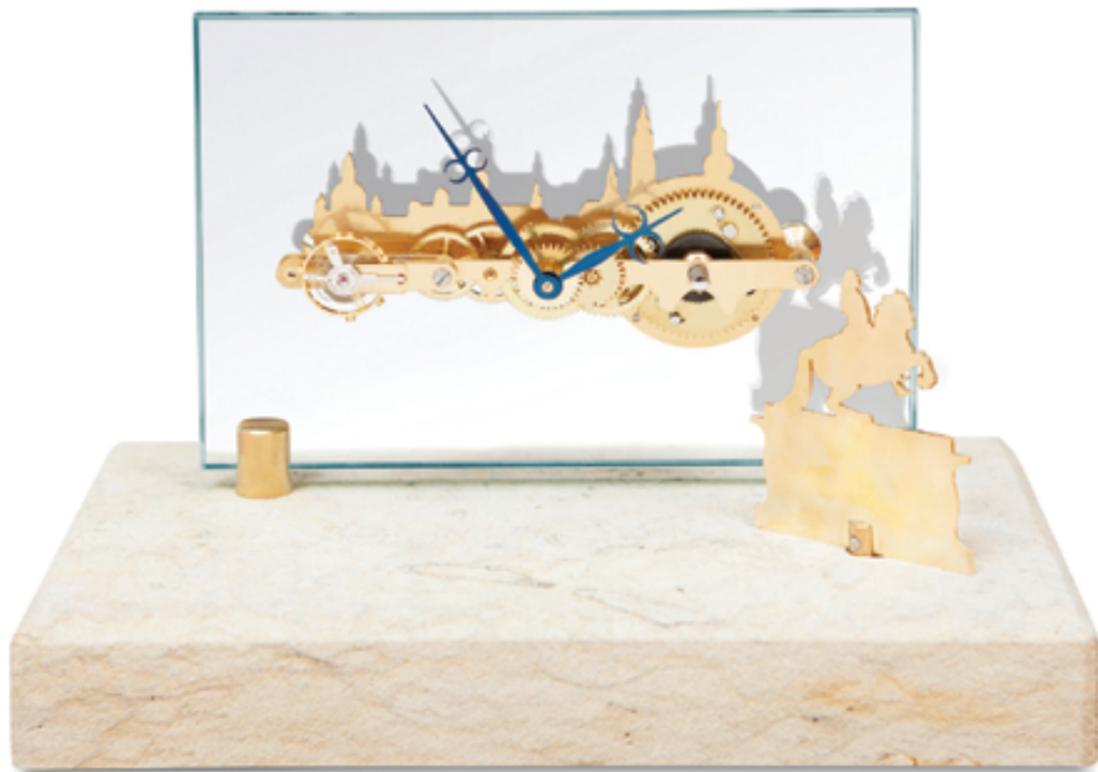
Schlossberghotel – Das Kunsthotel
Kaiser-Franz-Josef Kai 30, A-8010 Graz
Tel.: +43 316 80 700
www.schlossberg-hotel.at

Time-less

NEW PRODUCT

First table clock from Habring²

Canaletto Blick – a ticking declaration of love to Dresden, town of royalty



From now on it is no longer necessary to look at your wrist to read the precise time off a masterpiece from the house of Habring. The small Carinthian manufactory recently launched its first table clock on the market. Its name Canaletto Blick (Canaletto View) is no coincidence. It makes reference to the Venetian painter Bernardo Bellotto, named Calanetto. It is to him that we owe the paintings of Dresden at the time of August the Strong. Dresden was a city full of the glory and splendor of the baroque era. The Habring Canaletto is therefore also a reference to the home town of Maria Kristina Habring. The table clock represents the world-famous silhouette of Dresden's old town. In the foreground of the "stage setting" stands the Golden Horseman, an equestrian gold leaf sculpture of the Elector of Saxony and Polish king August the Strong,

located between Augustusbrücke and the main road at Neustädter Markt. The Golden Horseman is considered as one of Dresden's most famous landmarks. The clock is kept in motion by a bar frame with a manual winding mechanism and 18,000 half-oscillations per hour. It displays hours and minutes. The Canaletto Blick has outstanding stamina – its power reserve is good for ten days. The main plate and bridges are made of brass and feature elaborate surface engraving and gold-plating. The mechanical lever movement is wound with a key featuring a representation of the equestrian sculpture. The clock plinth is made from authentic Elbe sandstone from the region around Dresden and measures 20 cm in length. It has a depth of 14 cm and a height of 16 cm including the glass case. Every Canaletto Blick is an exclusive and unique piece due to the high

proportion of manual labor that goes into it. Anyone in whom the sight of the Habring² table clock instills a desire to return to the times of August the Strong can acquire the Habring Canaletto Blick for 3,250 euro – including a journey back in time to the era of Canaletto.

AVAILABLE FROM:

Bülow Palais *****
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INTRODUCING: PARTNERS OF HABRING²

Special steel for the Felix housing

Böhler und Meislitzer – top addresses for the first Habring² proprietary watch

Felix is Austrian to the core. Not only on the inside where the new Habring² A11 proprietary caliber is at work. Its elegant "robe" also hails from the Alpine republic. That is by no means a matter of course as the majority of watch housing components share the same origins as most inexpensive textiles – they come from the other end of the world, have travelled a long way and are cheap. However, Felix' motto is "Austria, not Asia". Only the finest materials of Austrian origin were good enough to flow into the new Habring² model, among them: stainless steel from Böhler. The company's history goes back to the end of the 19th century when Albert and Emil Böhler, who had previously traded in steel at Vienna's Handelshaus (trading center), acquired their own production site in Kapfenberg. Stainless steel from Böhler is still produced in Kapfenberg where it is smelted, forged using hot forming technology and rolled into long steel products. They are used to producing stainless steel, nickel and cobalt alloys of the highest purity, homogeneity and precisely defined properties. Then as now, the name Böhler is synonymous with the best stainless steel appreciated by customers around the world. Böhler Company is a successful international provider of high-speed steels,

tooling steels and special materials. Steel from Böhler is found in plane components, turbines for energy production, cars and medical equipment – and as of now on the wrists of everyone who owns a Felix. Needless to say that Böhler steel belongs in highly qualified hands for further processing. Hence the decision by Habring²



to cooperate with precision metalworkers Meislitzer Präzisionstechnik in Gnesau at the heart of Carinthia. The medium-sized business produces mainly customer-specific components and prototypes, but also small series for customers in the fields of mechanical, automotive and equipment engineering, the electronics and semiconductor industries and for energy and medical technologies. The company's employees are all highly experienced in handling special tooling steels, hard metals, plastics and ceramics and have mastered many a tricky production challenge in the past. "We set ourselves the target of becoming a reliable companion and supportive force for our customers with regard to their technological further development", say Meislitzer. This is why the company has consistently gathered experience in prototype construction and in solving specific production-related problems for more than two years. And now Felix also stands to enjoy the benefits – a happy circumstance.

INFO:

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www.feinmechanik.at

"HABRING²"

A MUST FOR EVERY TRUE CONNOISSEUR:

*13 June and 19 September:
Hand-made indulgence*

Join us on a trip through a world of hand-made indulgence: Klaus Feistritzer of beer manufactory Loncium; Margit Nuart of goats cheese manufactory Waisenberg, Anita and Valentin Latschen of schnapps manufactory Pfau in Klagenfurt, vintner Marcus Gruze of wine manufactory Georgium am Längsee and

Markus Rath + Bianca Hirschmugl, proprietors of restaurant "Rathhaus" on Lake Längsee, with their gourmet menu.

If we have kindled your curiosity or if you are looking for a gift for that special someone, please get in touch with us. We will introduce you to a world of enjoyment and sustainability.



VALENTIN LATSCHEN



KLAUS FEISTRITZER



MARCUS GRUZE



MARGIT NUART



MARKUS RATH + BIANCA HIRSCHMUGL

bon appétit!

HABRING Uhrentechnik OG

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