

# Uhrkraft

HABRING UHRENTHEKNIK OG CUSTOMER MAGAZINE

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TIME WE TAKE  
IS TIME THAT GIVES BACK.

*Ernst Ferstl*



# Personality as a brand essence

Dear Reader,

There is a tautogram that some marketing people seem to have fallen in love with. It reads: „Makes make margins“. In fact, it is true that with a product of a strong make, with a well-known brand name, you can enforce high prices on the market. Apple, Porsche or Louis Vuitton are just a few examples.

Of course, this only works if a brand name is emotionally charged. Because without emotionality, a brand is an empty shell. So-called brand ambassadors and testimonials also play an important role in the watch industry. We have already clearly expressed what we think of this in an earlier issue of our customer magazine. And this message still applies: The satisfied smile of a customer is more important to us than the purchased grin of a top athlete.

Habring<sup>2</sup> has naturally become a widely appreciated brand. However, we do not focus on marketing glamour, but on personality. We don't hide behind a fictitious brand name. Our own name is written on the dials of our watches. Behind this, of course, is our somewhat different philosophy of lived, direct customer proximity. When you call us, you can talk to Mrs. or Mr. Habring directly. If, on the other hand, someone comes up with the idea of calling a well-known competitor in Geneva and asking to speak to "Mr. Rolex", he will at best trigger a cheerful laughter. And if you dial the number of Montres Breguet in L'Abbaye, Switzerland, and want to speak to Monsieur Breguet, you will probably be told that you are calling at least 198 years late.

With us, on the other hand, you will not only be able to contact us in person, but as a (potential) customer you will also receive personal and individual advice from us if you wish so. We bring in our own personality and our passion for watches, which are ingrained in all our models. In addition, you can also rely on our honesty and sustainable thinking and acting. In short: All in all, this makes us "organic farmers" of the watch industry.

The year 2021 was ambivalent for most industries: On the one hand, the economy (and not least the watch industry) recovered from the consequences of the lockdowns. On the other hand, the last weeks of the year have showed us that the pandemic is not yet over.

In this challenging environment, we at Habring<sup>2</sup> have once again achieved pleasing successes and invested in the future (see interview from page 3).

We would like to thank you, our dear customers, who appreciate the brand essence "Personality" in a special way.

We wish you all the best, health, happiness, and success in 2022.

**Maria Kristina & Richard Habring**

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### Imprint:

**PUBLISHER:**  
HABRING Uhrentechnik OG,  
Hauptplatz 16, 9100 Völkermarkt, Austria,  
www.habring2.com, Telefon +43-4232-51300  
**RESPONSIBLE FOR THE CONTENTS:**  
Maria Kristina Habring  
**REDAKTION:**  
Michael Brückner, www.redaktion-brueckner.de  
**PHOTOS:**  
Olaf Köster (wenn nicht anders beschrieben)  
**GRAPHICS/LAYOUT:**  
Beni Mooslechner, www.mooslechner.com  
**COMIC:** Tim Jost  
**EDITOR:** Jaqueline Rauter



INTERVIEW WITH MARIA & RICHARD HABRING

# Habring<sup>2</sup>: „We are simply wired differently“

*Mrs. Habring, in the difficult phase of the COVID pandemic leading companies – not only but also in the watch industry – were supported with*



*Mrs. Habring, in the difficult phase of the COVID pandemic leading companies – not only but also in the watch industry – were supported with state funds and thus ultimately with taxpayers' money. You and your husband represent a small manufactory in Austria. Have you also been given a helping hand?*

**MARIA HABRING:** No, we don't want or need this kind of help. And quite frankly, we also lack the understanding why competitors who are part of economically successful, large corporations and are by no means dependent on this aid still hold out their hands. It becomes completely incomprehensible when these companies then even reduce their staff! Certainly, behind this is the logic

of listed corporations, which must achieve the greatest possible profits in order to make their shareholders happy. But this is not our world. We are simply wired differently – time is what you make of it.

*So what do you make out of it?*

**MH:** Just like the one of many other small and medium-sized family businesses. We are not pressed from quarter to quarter, driven by the need to generate ever higher earnings in order to satisfy our shareholders. The large corporations are the first ones to lay off employees in times of crisis or to relocate their production abroad. Our passion on the contrary is to be successful, to offer our custo-

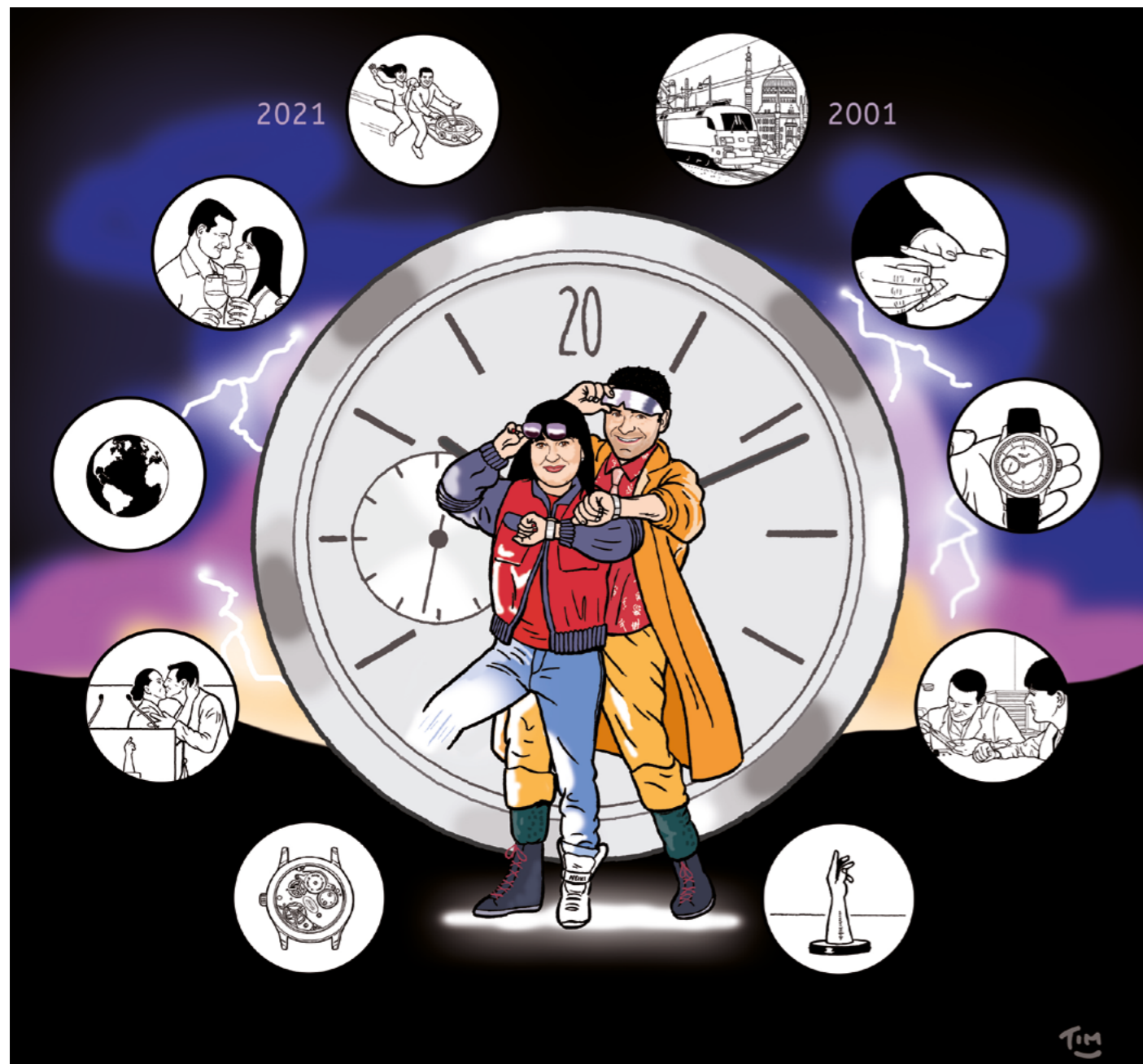
mers excellent products and services and to secure jobs.

*That sounds good, but in the end everyone says so...*

**MH:** That may be true, but there is a very strict referee on the market. That's the customer. No matter how big you talk and patter and how many of-the-shelf marketing phrases you trumpet out into the world – ultimately it depends on whether the customers believe you.

*And your customers believe you?*

**RICHARD HABRING:** Just take a look at our current delivery times – that will convince you. (He chuckles.)



*In fact, you have a loyal international clientele. But long delivery times may also disappoint some potential customers.*

RH: You're right. And that's why we've done a lot in 2021 to optimise the processes. On the one hand, we have enlarged our team with two new outstanding employees, which is very important. One of them worked before at Glashütte Original. This means that she moved from a large corporation to a small family business in Carinthia. And we have the impression that she and her new colleague feel comfortable with us. At the same time, we reorganised and rebuilt our studio in Völkermarkt

in 2021. In other words, we have invested in our future. This will help us to reduce delivery times in the new year.

*Mrs. Habring, you said before that you did not take any help but rather helped yourself. What does this mean in concrete terms?*

MH: Quite simply – instead of accepting funding, we donated. In fact, the entire amount from the auctioning of a watch. This amount went to a large non-profit organization. Compared to the financial needs of large, international aid organisations, this may have been just a drop in the proverbial ocean. But many

drops eventually make a jet of water. Even small steps are necessary, because this is the only way we can make progress. Professor Veronika Hoffmann from the University of Siegen recently put it in a nutshell. She said that of course donations could not solve the obvious justice problems. But donations are important for social cohesion.

*But you can also help with sponsoring, as large companies do. Or do you see it differently?*

MH: No, that's certainly true. But, as the cultural scientist Dr. Sabine Schormann wrote in her book years

ago, sponsoring is closely interlinked with a company's advertising and PR. The sponsor expects something in return from the sponsored. And in the end, it is usually the customers who pay for the sponsorship effort and not the managing directors or board members. Therefore, we prefer to donate – this is a matter of the heart for both of us.

## The highlights of 2021 and outlook for 2022

*Let's get to perhaps the most exciting question: What was the watchmaking highlight in 2021?*

RH: Without question it was the development of Erwin-Globetrotter, which we launched towards the end of the year and present in more detail

in this magazine. It is the watch for the cosmopolitan traveller who – to put it literally – also wants to see at a glance the writing on the wall for those in a different time zone. If you furthermore value a chronograph function, you should take a closer look at our Chrono (Felix) Globetrotter.

*Which types of clockworks tick in these new models?*

RH: In the Erwin Globetrotter it is the in-house movement A11S-24h, as usual with Erwin including the jumping second, and in the Chrono (Felix) Globetrotter it is the A11C-24h chronograph movement, which is also manufactured in-house. Both are to be wound up manually.

*And what's on the agenda for next year?*

RH: Well, let yourself be surprised. But we can tell you one thing at this point. There will be a new member of the "Felix family" in 2022, namely the Smart-Felix, which combines the previous functionality of the 42-milli-

metre models into compact 38.5 millimetres. The Chrono-Felix Globetrotter already has got a new case. As already mentioned, we have expanded our team and invested in process optimisation. So we are extremely fit while going into 2022.

*Finally, if you have three wishes, what would it be? What would be your priorities?*

MH: First and foremost, of course, that all of us, our customers, our friends and loved ones, the entire Habring team, stay healthy and – secondly – that the pandemic shall finally come to an end worldwide. And thirdly, we would be delighted if our broad international customer base continued to value Habring<sup>2</sup> watches as much as in the past, because that is the greatest compliment to our entire team. After all, we should not lose our humour despite everything, true to the motto of Erich Kästner: "Humour is the umbrella of the wise". ■

*The questions asked Michael Brückner*

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*Habring*

THE GLOBETROTTERS IN THE HABRING<sup>2</sup> FAMILY

# Erwin and Chrono-Felix as companions for globetrotters

*New Habring<sup>2</sup> models with 24-hour display from the centre.  
A treat not only for frequent travellers.*



ERWIN  
Globetrotter

The American writer Ray Douglas Bradbury expressed exactly what probably many contemporaries feel who are plagued by wanderlust when he once stated: “Go out into the world. It’s more fantastic than any dream.” If the journey and the individual’s dreams are then even largely congruent, it is likely to be a dream trip in the end. The eminent French novelist Emile Zola (1840-1902) was convinced that there was something of a correlation between travelling and the intellectual abilities of man: “Nothing develops intelligence better than travelling,” he once put it in a nutshell. No wonder, then, that many people miss free movement and carefree travel so much in these restrictive COVID times.

When a globetrotter sets off for distant climes, he usually leaves not only his homeland behind, but also the time zone in which he lives. He then has the choice of whether his watch should show him the time in his home country or in the country of his destination. Of course, he could also wear two watches – one on each wrist. But honestly, doesn’t that look a little silly?

*Local and home time at one glance*

Wristwatches with a second time display are always more helpful. No more cumbersome forward or back-

ward calculation. Is it still okay to call your loved ones at home, or are they already resting in Morpheus’ arms? Is there still enough time to have a coffee before the next appointment in a distant foreign country? All it takes is a glance at the dial of a watch with a second time display and you know.

Habring<sup>2</sup> now presents two reliable and aesthetic travel companions: Erwin Globetrotter and Chrono-Felix Globetrotter. Both models have a 24-hour function. It consists of a universal module on the dial side.

Advantage: This module can be combined with many variants of the Habring<sup>2</sup> A-11 in-house calibre. The display of the 24-hour function runs continuously and can be adjusted hourly via a recessed correction pusher at 4 o’clock (a single press resets the hand by 1 hour). Erwin-Globetrotter is powered by the Habring<sup>2</sup> in-house manual winding calibre A11S-24h.

At 38.5 millimetres, the housing looks particularly elegant. This makes Erwin-Globetrotter suitable for all occasions that you encounter while travelling. The (jumping) second is displayed by a pointer from the middle. The 24-hour display is served by a red pointer from the middle, too. Also the 24-hour numerals are red, conjuring up a charming contrast on the dial while facilitating the readability of the “second time”.

1 2 3 4 5 6 7 8



CHRONO-FELIX  
Globetrotter

*Chrono-Felix Globetrotter case also suitable for Smart-Felix*

If you don’t want to do without a chronograph function on the go, you should take a closer look at the Chrono-Felix Globetrotter. The chronograph is operated via only one pusher (mono pusher) at 2 o’clock. At 3 o’clock is the 30-minute counter of the chronograph. Inside this watch ticks the Habring<sup>2</sup> in-house calibre A11C-24h. As with Erwin it is a hand-wound movement. The case of this chronograph variant equally has a diameter of 38.5 millimetres, but it is equipped with a 41 mm bezel that holds the 24-hour display.

The Chrono-Felix Globetrotter also anticipates the premiere of the Smart-Felix, which is to be launched in 2022: The case of the new members of the Felix family corresponds to that of the Chrono-Felix Globetrotter. Instead of a 24-hour display, Smart-Felix will then have a pointer date from the centre and possibly a moon phase. The Smart-Felix will have its official premiere in the new year. Until then, it remains suspenseful. At least as suspenseful as a (time) travel! ■

1 2 3 4 5 6 7 8



## ERWIN- UND CHRONO-FELIX AT A GLANCE

ERWIN  
GLOBETROTTER  
(with jumping second)

- MOVEMENT:**
- Habring<sup>2</sup> A11S-24 h (manual winding)
  - 28,800 alternates per hour
  - Power reserve: approx. 48 hours
  - Fine adjustment via tangential screw
  - Anti-magnetic escapement with Carl Haas hairspring in chronometer quality
  - 8 service-relevant single components

- CASE:**
- Stainless steel
  - Curved sapphire crystal, sapphire crystal caseback
  - Diameter: 38.5 mm

CHRONO FELIX  
GLOBETROTTER  
(with chronograph function)

- MOVEMENT:**
- Habring<sup>2</sup> A11C-24h (manual winding)
  - Impression chronograph
  - 28,800 alternates per hour
  - Power reserve: approx. 48 hours
  - Fine adjustment via tangential screw
  - Anti-magnetic escapement with Carl Haas hairspring in chronometer quality
  - 85 service-relevant single components
  - Elaborately refined by hand with polished edges, engravings, perlage, etc.

- CASE:**
- Stainless steel (three parts)
  - Diameter: 38.5 mm
  - Curved sapphire crystal, sapphire crystal caseback

*Habring*

MADE WITH LOVE



**HABRING Uhrentechnik OG**

Hauptplatz 16, 9100 Völkermarkt, AUSTRIA, Tel. +43-4232-51300, [info@habring.com](mailto:info@habring.com)

[www.habring2.com](http://www.habring2.com)