

CORNU & Cie SA



Headquartered in the heart of Switzerland's watch-producing region, Cornu & Cie has long and respected relationships with the finest watch artisans in the world



Cornu & Cie works directly with its clients to develop watch components that work perfectly and fit seamlessly with the geometry of the timepiece

Beauty in function

No single object made by man matches the beauty in functionality of the watch. And no other company has worked harder or made greater advances in making the technology behind attaching the watch to the wearer than Switzerland-based Cornu & Cie S.A., a premier Swiss producer of watchbands, closures and other timepiece parts made of fine and precious metals. Working in the highest capacity as a direct producer for some of the world's most prestigious watchmakers in Switzerland and Germany, Cornu & Cie has the knowledge and the fine-tuned ability to develop and produce exquisite watch components.

Cornu & Cie has its beginnings as a tiny workshop started by master watch craftsman Louis Cornu in 1877. He began by forging his own rings for pocket watches, soon adding his son to the business. In 1914, Cornu began producing the "horned" elements for the first wristwatches on the market. By the 1920s, an age of great change in the fashion industry, Cornu had begun developing new products such as stretch bracelets and clasps, diversifying both

technologically and commercially. Under the leadership of Philippe Cornu, grandson of the company's founder, the company transformed from a small-scale operation to industrial production. Today, Cornu & Cie, owned by Adax Holding, remains a completely independent producer of Swiss watch elements with 100 employees and earnings of 16 million EUR. Cornu & Cie has deep ties to the history of Swiss timepiece production

and has been working directly with Swiss watchmakers and clockmakers for the entirety of its existence. "We make the parts that connect people to their timepieces," says Pierre Voumard, general director of Cornu & Cie. Mr. Voumard has been in his role since September 2013 and is responsible for business development and strategy. "It is our mission as well as our identity." The process works like this: Customers – Swiss makers of watches and timepieces

– meet with Cornu & Cie with a specific idea and problem. They engage the company with a contract to develop clasps and parts to help attach their prestigious timepieces to their customers' wrists. Cornu & Cie designs and develops these parts, offering them to the customer for review. "Our process works great. We can play a part in every part of the value chain," Mr. Voumard says. "We are delighted to offer our expertise, both technically and in the concept and



Cornu & Cie develops its products in-house and produces them itself



Pierre Voumard, general director of Cornu & Cie, has been overseeing the company to shore up its communication and explore new relationships with makers of fine timepieces

design of the parts.” From its highly popular “fork clasp,” invented by the company in the 1980s and copied by lesser competitors, to its functional but beautiful metal clasps, Cornu & Cie works closely with clients to develop possibilities for shapes and dimension of watch components. Cornu & Cie considers the whole of a timepiece in developing its watch components. Its bracelets, made of stainless steel, titanium, yellow gold and platinum, have been adapted to fit seamlessly with the geometry of the final watch as a whole. Its clasps, which will work perfectly for generations to come, conceal the technology behind them, revealing only beauty in their place. Cornu & Cie uses two manufacturing methods to make its barb buckles and metal bracelets. Its stamped loop process allows a variety of forms, opening up the possibilities to new creations of designers. Its welded loop

is a classic option, which reduces costs and adds a wide variety of sizes. Whatever the part, whatever the timepiece it accompanies, the company works to ensure the whole is both beautifully functional and functionally beautiful.

Cornu & Cie is located in the heart of Switzerland’s watch-producing region. The company manufactures each product on-site, developing it in-house and moving it through the production process through polishing and assembly. “Our vision puts people and their skills at the heart of our solutions,” Mr. Voumard says. The company’s long-term plan is based on its strong background and the skilled expertise of its workers. As it works with new clients, its goal is to eventually add additional products to its product line, always maintaining the high level of craftsmanship it has fine-tuned over 100 years in the business. Nevertheless,

it is introducing new processes into its production cycle, including more automation. “With the right volumes, we can automate our production facilities and optimize our production,” Mr. Voumard says. “In this way, we will be able to maintain our production in Switzerland at an adequate, competitive, cost-conscious level.”

As it plans for this progression, Cornu & Cie is looking for a new site with additional production space. “There is still great potential in Switzerland,” Mr. Voumard says. “We already work with 20 top-tier watchmakers, but there are still a great number of companies in the business who are potential clients.” While Cornu & Cie has historically worked only with Swiss and German watchmakers, the company is exploring other avenues abroad and is working diligently to improve its communications in order to reach

new customers. Time is a precious commodity, and the global reputation of Switzerland’s watchmaking culture rests on every watch’s beauty being equal to all of its parts. Cornu & Cie is working to make sure this will hold true well into the future. ■

Cornu & Cie S.A.

Rue Stavay-Mollondin 17
2300 La Chaux-de-Fonds
Switzerland
Phone: +41 32 9679670
Fax: +41 32 9679671
info@cornu-cie.ch
www.cornu-cie.ch