

DEBATE

THIS HOUSE BELIEVES THAT...

AN IN-HOUSE MOVEMENT IS ESSENTIAL FOR A 21ST-CENTURY WATCHMAKING HOUSE

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The motion – that in the 21st century every watchmaking company should have an in-house movement – is one that I whole-heartedly support. I will put forward my side of the argument with the following three points: in-house movements ensure independence in the watchmaking industry; the ability to produce in-house movements demonstrates a watchmaking company's technical skills; and in-house movements enable companies to control the quality of the timepieces they produce.

Firstly, in-house movements have now become essential for a company's independence in the watchmaking industry. For example, when the 2015 uncoupling of the Swiss

franc and Euro currencies negatively impacted all the watchmaking companies that source parts or entire watch movements from Switzerland, Nomos Glashütte remained relatively unaffected.

This is because we produce our own movements and indeed almost all the parts for them and, therefore, do not depend on third-party suppliers. Another recent case is when Nivarox started to reduce deliveries of essential watchmaking parts in 2012, which has shown just how important this self-reliance can be for the health and future growth of watchmaking companies.

Nomos Glashütte's independence in production has a strong foundation in our company's independent ownership. We are not part

of any corporate group but instead owned by five partners, who are personally responsible for strategic decision-making. While we are in the minority with this independent approach to business, it has certainly served us well to date. In 2016, we once again enjoyed growth of well over 20 per cent – this simply would not have been possible had we been restricted by parts quotas from monopoly suppliers in the watchmaking industry.

Secondly, the development and production of our own calibres shows that Nomos Glashütte is capable of the finest mechanical watchmaking and outstanding engineering. To maintain this position, it is very important for us to have an in-house research and development department dedicated to advancing our capabilities. It has allowed us, for example, to develop ten in-house movements over the years and achieve a production depth of up to 95 per cent.

Our tenth and latest calibre, DUW 3001, is not only an incredibly slender automatic, it also features our proprietary escapement, the Nomos Swing System. Both these technical innovations involved major investments and years in research and development to achieve, and are not only groundbreaking in a technical sense. This also gives Nomos a huge boost with regards to growth,

as customers appreciate mechanical timepieces that are genuinely innovative, from a brand with proven expertise.

Finally, using mechanical movements that are developed, designed, and produced in-house means that a watchmaking company can control the quality of its timepieces from start to finish. This has been one of Nomos Glashütte's top priorities from the very beginning: to produce mechanical watches of the highest quality. Personally speaking, I am sure that technical innovation, independent production, and exacting quality assurance will ensure the company's success for the years and decades to come. Customers demand outstanding quality, especially when it comes to investment purchases such as mechanical timepieces. How better for a watchmaking company to ensure this than with in-house quality assurance down to every individual piece of the movement?

To conclude, I believe that an in-house movement has become essential for any watchmaking company worth its salt in the 21st century. Ensuring independence, demonstrating technical skills, and underpinning quality, these are the prerequisites that Nomos Glashütte considers essential to create the finest timepieces. That's why we take this motion a step further and have only in-house movements. ★