

HIRSCH[®]
The bracelet since 1765

Modell Birch



HIRSCH
Our Company

HIRSCH



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The bracelet is our masterpiece. Our name is HIRSCH. Since 1765.

HIRSCH develops and manufactures the most advanced, the most detailed and the finest bracelets in the world. HIRSCH bracelets are the most beautiful outfit for any watch and are eagerly sought-after accessories. In addition to durability, wearing comfort and appealing looks we bring the technical functionality of these smart companions of watches to perfection.

HIRSCH bracelets – the most beautiful outfit for any watch!

The watch is the only technical instrument we wear directly on our body and it is therefore of special – and in particular emotional – significance. This is why it is even more important to focus our attention on the “dress” for this wonderful timepiece, and this is precisely the task to which we are dedicated as developers and manufacturers of high-quality bracelets for watches.

What began in 1945 with our company founder Hans Hirsch working meticulously on elaborate details at the kitchen table of his private home, has become an international success. Our brand is held in high regard as a partner of the Swiss watch industry but also enjoys an outstanding reputation under our own (family) name, both within the industry and among consumers.

We never stop developing our sought-after accessories further with regard to wearing comfort and aesthetics, or in perfecting their technical functionality to position the bracelet as a “smart companion”. A team of trend scouts and material experts have their fingers on the pulse of time and are always on the lookout for trendy, innovative as also sustainable materials. In this way, we will continue to live up to our claim to innovation leadership in the future.



HIRSCH today

OUR STRATEGIC OBJECTIVE:

As a partner of the Swiss watch industry and upmarket specialist retailers, our company has so far concentrated on the "Business-to-Business" sector. In future we will also address consumers directly in addition to these two business areas, and mutual exchange between our company and the consumer will be strengthened.

Expansion of the four business fields

- HIRSCH the Bracelet - Private Brand
- HIRSCH Industrial Sales Business
- HIRSCH Services - Shop Business
- HIRSCH Wearables



FACTS & FIGURES

CEO:

Robert Hirsch

Headcount (Ø 2018):

830 employees worldwide

410 employees at HIRSCH Klagenfurt

250 employees in Service Shop Business

Turnover 2018:

EUR 75 million

Production site:

Klagenfurt (Austria)

Headquarters:

HIRSCH Armbänder GmbH, Hirschstraße 5,
9020 Klagenfurt am Wörthersee, Austria

Own sales offices:

Germany, the Netherlands, Switzerland, UK, Spain,
Portugal, Poland, Hungary, Hong Kong and Japan

Export:

to more than 80 countries worldwide

HIRSCH BUSINESS UNITS

1. HIRSCH THE BRACELET – PRIVATE LABEL



A quality leader and partner of the international watch trade for decades, we manufacture and distribute bracelets for watches under the private label HIRSCH. The comprehensive range of high-quality products that we supply to 16,000 specialist retailers worldwide offers a variety of colours, materials, attachment widths and lengths, suitable for any watch. Supply materials such as leather and caoutchouc as also plant-based materials are in the focus of our interest.

In terms of leather, we can draw on an incredible diversity of the most different materials. With our Performance Collection – launched in 2014 and winner of the reddot design award – we skilfully combine the two materials leather and caoutchouc to create exceptional products. The combination of highly functional caoutchouc and attractive leather surfaces including alligator, calf skin in a textile look, or leather alternatives such as stone, as well as limited collections made from eucalyptus fibre and recently even birch bark have caused a sensation in specialist retail.

At the same time, we developed an integrated, consumer-friendly quick-change system, which has already been successfully implemented and makes it possible for watch wearers to dress up their watches in style to match any occasion perfectly.



2. HIRSCH INDUSTRIAL BUSINESS

In the **HIRSCH Industrial Sales business unit**, we act as the partner and world market-leading main supplier to the Swiss watch industry, offering customised original equipment manufacturing (OEM) for bracelets.

Our partners benefit from our comprehensive range of services in this cooperation – from the initial idea to the finished bracelet – and profit from our extensive expertise in matters of design, material selection, product management, technical implementation and quality management that our in-house experts bring to the individual projects at hand. To ensure the supply of bracelets for the watch industry at the right time and the right place, HIRSCH offers after sales services – also referred to as SAV (service après-vente) – covering planning, organisation and handling of the worldwide dispatch of branded watch bracelets. This service ensures prompt availability right at the point of sale within optimised delivery times.



3. HIRSCH SERVICES – SHOP BUSINESS



In addition to the production and sale of bracelets for watches, we operate own shops in several countries and in this setting offer comprehensive watch and jewellery services – from watch repair to changing bracelets or replacing batteries.

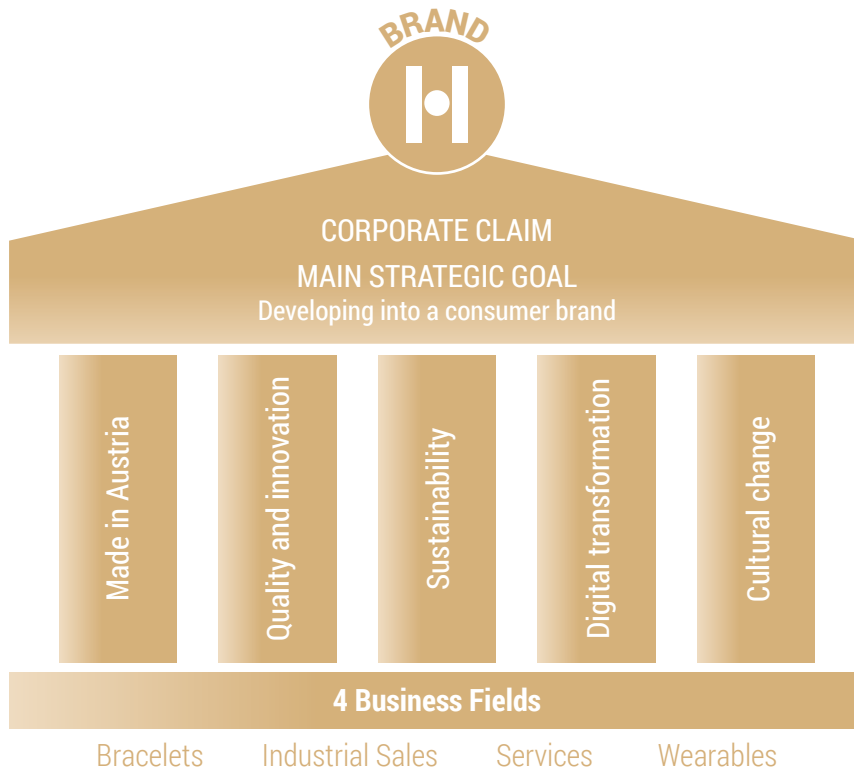
After the British market leader in watch service – INTIME with 60 shops in the UK – had been acquired in 2017 it was merged with our own 90 shops in Switzerland, Spain and Portugal to form an individual business unit under the brand name INTIME.

4. HIRSCH WEARABLES – SMART BRACELETS

The Wearables business unit is the youngest of our fields; it deals with the development and production of smart bracelets and caters to the currently high demand for digital payment means and access modules. These smart bracelets are developed and designed together with the customer according to its wishes and equipped with individually programmable chips.

Depending on the requirement, the integrated chip makes contact-less payment possible, or the opening of locking systems, time recording and/or the saving of small data volumes. These smart wristbands are currently used by three financial service providers in Vienna, London and New York. With these attractive products, the desire for a stylish access bracelet and accessory that serves as a means of payment was perfectly fulfilled.

THE PILLARS OF OUR COMPANY

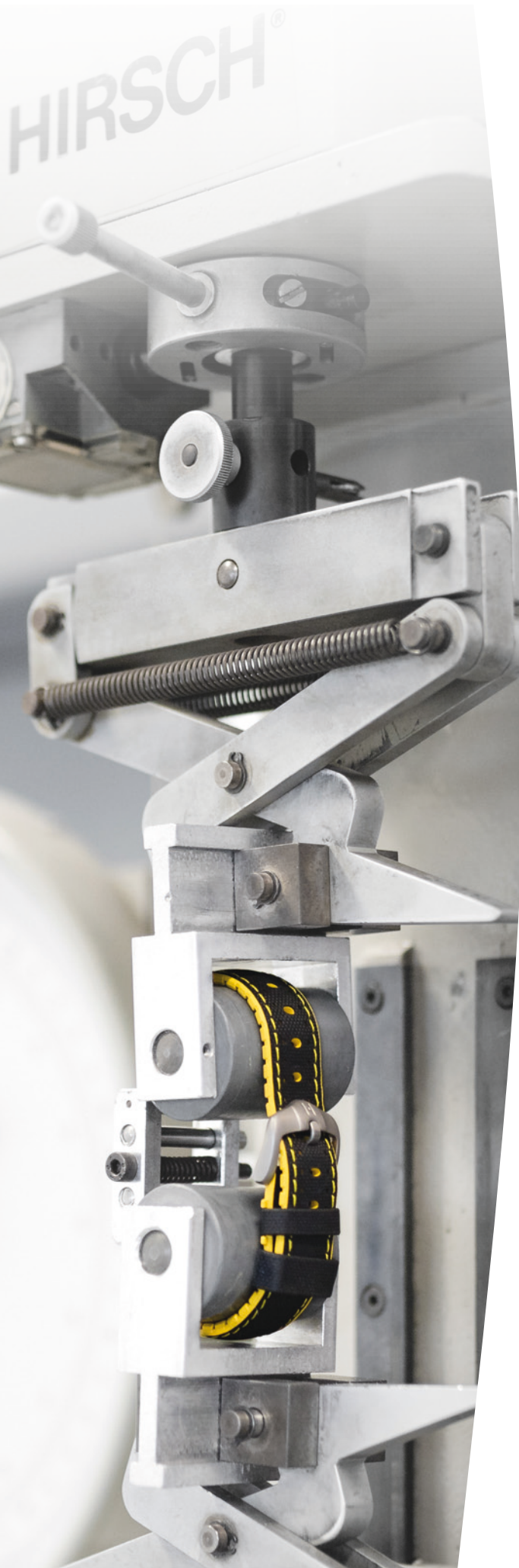


1. MADE IN AUSTRIA

Our company site in Hirschstrasse number 5 in Klagenfurt has always been considered the “source of bracelet art”. This is where the international expansion of our company began and where all the strings are pulled to this day.

This includes all developments around the bracelet – from the idea to the finished product – all the way through to our centrally managed marketing and sales organisation. President Robert Hirsch understands the sustainable expansion of the company headquarters and the creation of additional attractive jobs at the site as a corporate responsibility in which continuous and targeted investments are made.





2. QUALITY AND INNOVATION

HIRSCH Quality – The high demand on our product

Does the quality of a bracelet really need to be so high? We answer this question with a decisive “yes”. After all, a product that is worn directly on your skin, sometimes even seven days a week, 24 hours a day, must meet stricter standards than other leather products. This is why we attend to both the functional and aesthetic qualities of a bracelet, or in other words to “inner” and “outer” values.

Inner values

Functional quality is all about technical perfection, dimensional accuracy and precision of fit, and about meeting the strictest tolerances. We can ensure all of this by using and combining intelligent systems and machines. At the same time, our products must pass numerous quality tests and demonstrate that they are able to withstand extraordinary stress and still feel pleasant on the skin even in these exacting conditions.

Outer beauty

It goes without saying that every HIRSCH bracelet must also be aesthetically pleasing and simply “beautiful”. Only the diversity and versatility that are ensured by the many different models, materials and colours, make a bracelet a desirable style object that reflects the consumer’s personality; an accessory to adorn the watch that will make it so very special.

Innovation

“There is nothing good that cannot be done better.”

This phrase coined by no one less than our company founder Hans Hirsch has become the leitmotiv for our company and is the driving force behind our continued developments and improvements – no matter what the area.

From the Rembordé technology, to the first bracelet that took to water, and our Performance Collection ... the list of HIRSCH firsts is impressive and long. And we keep looking for new challenges.

3. C. SUSTAINABILITY

A sense of responsibility – for our company, people and our environment

We are an Austrian family-owned enterprise in its ninth generation that can draw on more than 250 years of experience in handling leather and more than 70 years in the production of bracelets for watches. The long history of our company that has always been managed by our family proves that responsibility is part of our core business.

Whatever we do, we do it conscientiously, with passion and always with the impact it will have in mind. The following issues are essential for us, both from the point of view of our company and that of our stakeholders:



Responsible products.

The responsible procurement of materials and the high-quality production of our bracelets have always been part of our core business.

We cooperate closely with our long-standing suppliers and manufacture our bracelets ourselves in an elaborate production process.

Responsible employer.

We live by the principle that "people come first"; this is a strategy we embrace. Our economic success makes it possible for us to provide sufficient means and resources to our development team, to offer attractive jobs to our employees and to act as a reliable partner for our customers and suppliers. We are proud to be the biggest private employer in Klagenfurt. The compatibility of family and career, flexible working time schemes, home office jobs and paternity leave, a pleasant working atmosphere and special company benefits are particularly important to us, and so are diversity and equal opportunities.

Responsibility towards our environment.

We consider the careful and considerate use of resources to be vital and attach great importance to minimising the environmental impact of our company to the greatest possible extent. In doing so we focus on energy efficiency in production and the use of recycled or particularly environmentally friendly materials.



4. DIGITAL TRANSFORMATION

We regard the digital transformation as a prerequisite for up-to-date performance. At our company, digital transformation is a reality that will provide significant support in a large number of projects that we have planned – SAP as the centre of the IT landscape, sensor technology & robotics, accelerated processes, LEAN management, the set-up of our own web shop with direct consumer contact. Digital transformation will help us to fully unfold our combined innovative power.

5. CULTURE & CHANGE – GENERATIONS MANAGEMENT



HANS HIRSCH



HERMANN HIRSCH



ROBERT HIRSCH

Our corporate culture is an important pillar and the backbone of our organisation. Our corporate culture embodies longevity and differentiation but also self-awareness and willingness to change. This framework, but also the premise that “continued change is the only constant in life” characterise our corporate culture.

When the two brothers Nikolaus and Matthäus Hirsch became new generation members of the company management team in early 2019, this was an important milestone symbolising how our traditional, cultural values will continue to be embraced while a fresh breeze and modern approach to business will be brought to the company. Their active contribution and support are ringing in a change in culture and setting the course for a successful future and continuation of the company.



NIKOLAUS AND MATTHÄUS HIRSCH

HISTORY



1765

Johannes Franz Hirsch born in 1765 opens a leather workshop in Lower Austria, producing leather for shoes and saddles in a small tannery.

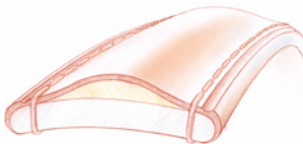
1935

The first patent for HIRSCH. The **HIRSCH vacuum belt** is invented and patented for the upcoming automobile industry.



1945

Hans Hirsch starts to produce watch bracelets made from shoe leather, using his kitchen table in Klagenfurt (Austria) as working bench, a pocket knife and a household sewing machine as first tools.



1955

Revolutionary innovation: The HIRSCH Rembordé technique!

Hans Hirsch discovers a way for the seamless binding of upper and lining leather. This method which got patented by HIRSCH is adopted by leather and handbag master craftsmen as the **HIRSCH Rembordé technique**, and is now a standard in the world wide watch bracelet industry.



1957

Hermann Hirsch joins the company. Three years later HIRSCH sales top 1 million Euro for the first time.



1961

INNOVATION LEADER!

With the invention of the **HIRSCH Point-Of-Sale-unit**, HIRSCH takes bracelets out of the drawer and on to the sales counter, thus revolutionising the sale of watch bracelets. For the first time, the bracelet range is visually presented to the customer in the shop.

The development of **HIRSCH sales units** is influenced over the course of time by well known architects and designers. The POS unit developed by **Professor Hollein** for HIRSCH has been displayed in the **Museum of Modern Art in New York**.



1970

The company moves to **Hirschstraße 5** (Klagenfurt, Austria), with 130 employees. **International distribution** and sales are constantly expanded in the course of the seventies and eighties.



1990

The **100 millionth bracelet** for watches is produced. HIRSCH employs a staff of 640. **A joint venture in China** is concluded.



1995

NEW DISPLAY!

Under the leadership of the Italian **designer Matteo Thun**, the new **Corniche display** unit is developed. The Corniche offers a new, top quality presentation of the bracelets in the stores. This unusual design item got honoured with the **European Design Award**.

HIRSCH is the first manufacturer of bracelets for watches to achieve ISO certification. The **ISO 9001 certification** is evidence of the comprehensive HIRSCH quality management in all spheres of the organisation.



2000

There is a **generational change** in the house of HIRSCH. Hermann Hirsch moves to the Supervisory Board and his **son Robert Hirsch** takes over the management of the company.

2002

NEW DEVELOPMENT! HIRSCH develops the **IDentification bracelet**. With the aid of integrated microchips, the bracelets can be fitted with functions. Access authorisations, currency values and personal data can be stored in the bracelet.



2003

HIRSCH becomes the main supplier to the **Swiss luxury watch industry**.



2004

Introduction of the "**Leonardo Collection**". The perfect aesthetic symbiosis between watch case and bracelet.



2005

Robert Hirsch buys his father's company, in keeping with the **family tradition**.



2006

INNOVATION LEADER: The new selling system „Sette“! HIRSCH renews its role as an innovative forerunner in the field of “scene setting”. Designed together with KISKA GmbH, the new **revolutionary selling system “Sette”** is brought onto the market. In a competition under the name “Austria’s Leading Companies”, HIRSCH reaches the 3rd rank. The bracelet-model “Aviator” is presented – the supporting structure of a historic aircraft serves as design-inspiration.



2007

With “**Lance**” HIRSCH presents the very first Premium Caoutchouc bracelet of a new product family and ensures a further competence area herewith. The idea of “wearing-moments of a bracelet” is being focussed and enables the consumer to find the right bracelet for each occasion in a quick and simple way.

HIRSCH launches an own four-part jewellery bracelet series made from high-quality alligator- and crocodile leather under the name “HIRSCH the bracelet”.



2008

The **unique selling system “Sette”** gets a new look and becomes a “talking” piece in the shop through additional communication elements. The idea to invite customers to a **manufactory visit in Klagenfurt** (Austria) turns out to be a great success and is being accepted with enthusiasm.



2009

WORLDS FIRST ALOE VERA BRACELET! HIRSCH develops “**Cashmere**”, the **first Aloe Vera bracelet** that feels as soft as velvet on skin and pampers with the nourishing substances of Aloe Vera during wearing.



2010

In the course of the Baselworld fair **the world’s first, 100m Water-Resistant alligator bracelet “Viscount”** is being presented which got especially developed for sports activities and can be used for swimming and even diving without hesitation.



2011

ANOTHER INNOVATION! HIRSCH presents the innovation of the year: the **HIRSCH Comfort buckle** – A full-leather folding buckle. It adjusts to the natural form of the wrist without any metal touching the skin. The company location in Klagenfurt (Austria) gets further extended, thus creating a huge number of new jobs.

2012

A JUBILEE YEAR FOR HIRSCH! In the course of a great anniversary party the production of the **250 millionth bracelet** is being celebrated! In autumn HIRSCH emerges as the happy winner in the competition **“Austria’s Leading Companies”** and achieves gold in the category **“Golden Central Structures”**.

2013



A milestone in the area of sustainability is being set! A highly modern **photovoltaic system** is being built in the roof area of the production and does not only supply the company with **“clean” energy**, but also the local distribution system.

2014



NEW INVENTION! The **marriage of classic leather and HIRSCH Premium Caoutchouc** creates a new, trail-blazing type of product, which combines the best of both worlds and heralds the dawn of a new era in the bracelet’s history. HIRSCH is setting new standards in terms of functionality, wearing comfort, longevity and aesthetics with the **Performance Collection** bracelets.

2015



DESIGN AWARD WINNER! The extraordinary collection, creates a brand new and unique watch bracelet type and therefore was honoured the famous product design competition award the **„Reddot Design Award 2015”**, in the category **“jewellery”**.
A Triple-Jubilee for HIRSCH! 250 years of “leather” and 70 years of “bracelets” combined together by the brand HIRSCH, plus **10 years under the leadership of CEO Robert Hirsch**. On the occasion of these celebrations, a commemorative publication documenting the ongoing success for the business is released.

2016

The year opens with the implementation of a newly developed, forward-looking ERP-system with which HIRSCH will repeatedly fulfill its pioneering role in the field of innovation.

2017

The **HIRSCH Magic Buckle** is presented for the first time with the launch of the new HIRSCH folding buckle collection. The secret lies in an innovative clasp mechanism that permits as many as 18 different closing possibilities on one basis.

2018



Not one, but two product-innovations – **“lan” and “Bark”!** Manufactured in the style and function of our Performance Collection, these two newcomers boast with a particular inside, made from especially developed HIRSCH Naturo Caoutchouc.

2019



Successful „Next Generation“ Management – Nikolaus and Matthäus Hirsch join the management.



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