

WHY HIRSCH?

Guidance for Sales Force

THE VALUE

HIRSCH bracelets for watches are

- (1) masterpieces of craftsman-ship
- (2) made individually in many production steps.

A HIRSCH bracelet is

- (3) the most beautiful outfit a watch can appear in.

The HIRSCH Classic and Performance Collection offers bracelets from timeless classics to high fashion products.



THE BRACELET

A HIRSCH bracelet as the basic function

- (1) safely holds your precious watch on your wrist.
- In addition, it makes your watch
- (2) more beautiful and valuable.

HIRSCH bracelets are soft, skin friendly and pleasant to wear – the wearing comfort is central in the development & production process – together with aesthetics & longevity.



HIRSCH bracelets are sauna-tested, which means that even the extreme combination of heat, moisture and sweat cannot do them any harm.



HIRSCH Pro Skin ensures that people with sensitive skin can wear their bracelets for a long time without encountering the slightest irritation. The lining leather is covered with a protective coating to prevent direct skin contact.



HIRSCH bracelets are generally insensitive to water and dry much more quickly than conventional bracelets without losing their looks, suppleness and functionality.



The HIRSCH Rembordé technique, developed by HIRSCH, enables us to offer the above mentioned features. The three main elements of the bracelet – upper leather, padding and lining leather – are inseparably connected down to the fibre by means of pressure and heat and the bracelet is protected against harmful external influences during daily use.

THE GUARANTEE

HIRSCH bracelets owe their very high quality to the perfectly harmonious combination of upper leather, padding and lining leather, and the detailed manufacturing process.

We grant a one-year guarantee period for the physical quality of all our HIRSCH Classic bracelets and HIRSCH Performance Collection.

The leathers and bracelet components used for HIRSCH bracelets do not present any risks to health and are processed according to all international legal requirements. We respect all international legislations such as REACH (Research, Evaluation, Authorisation and Restriction of Chemicals), Chapter 66 and more.

HIRSCH champions recycling – any waste leather is milled and reused for the bracelet's padding.



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THE BASICS

- All HIRSCH bracelets are skin friendly and safely keep your watch on your wrist.
- Stitching on a HIRSCH bracelet is for decorative purposes only – the quality of an unstitched bracelet is identical to a sewn bracelet (thanks to the production method).
- All HIRSCH bracelets are equipped with buckles.



THE FEATURES – CENTER



STITCHING, as an additional working step, adds aesthetic value/beauty to the bracelet



Special UPPER LEATHER (Italian calfskin, French Sheep, English calfskin) upgrades the value of the product – these are high end, refined leathers



Specific PADDING (round, rectangular padding or flat belt design ...), as an additional working step, adds aesthetic value/beauty



The range of LINING LEATHERS starts with HIRSCH Softglove (robust pig skin) followed by HIRSCH Oysterglove Super Soft (fine calf skin) and topped by HIRSCH Silkglove (finest, smooth, high-end calf leather)

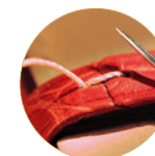


Special linings:
HIRSCH Rubberlike (100 m)
HIRSCH Diving Glove (100 m)
HIRSCH Pro Skin
HIRSCH Velvet Glove (Modell Lizard)
HIRSCH Rubber Nubuck (Modell Speed, Color 58)

THE FEATURES – TOP



Hand-sewn BAR SEAM along the buckle and the attachment – underlines the handcrafted character



Hand-sewn SAFETY STITCH on loose loop – underlines the handcrafted character



EMBOSSING LINE on bracelet and loops – enriches the aesthetic appearance



Contrasting EDGES hand-lacquered in three layers – underlines the artisanal look and handcrafted character



LOOPS of varying width, oval FUNCTIONAL HOLES – underline the style of the product



Artisanal FOLD OVER vs. long fold over on lining leather side – adds elegance



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.

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.