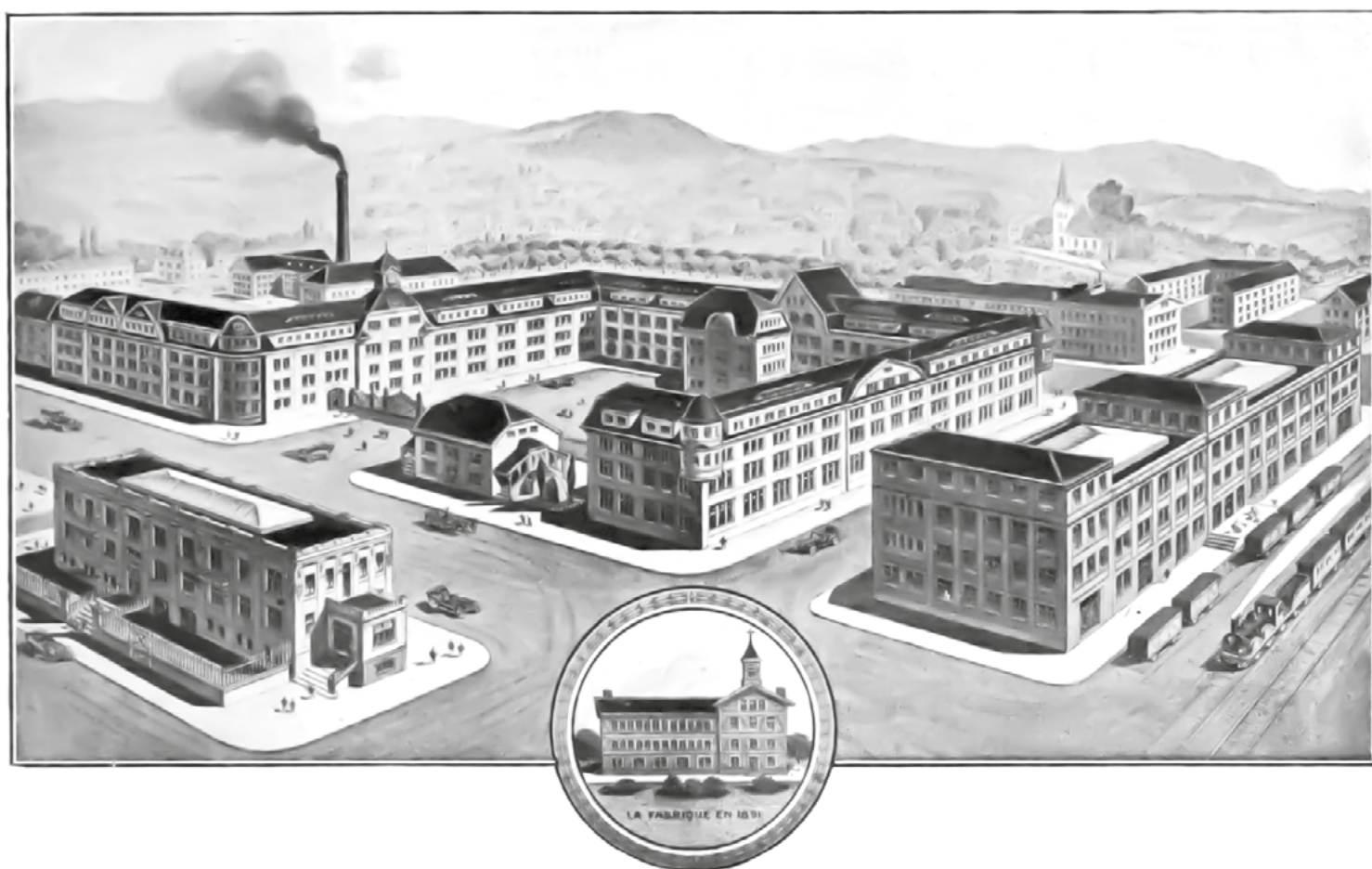


TAVANNES MANUFACTURE Co



130 years of experience and knowledge in product and machine manufacturing



TAVANNES WATCH Co. S.A.

Chemin des Jardinets 2 - CH-2710 Tavannes - Switzerland

UM2 - Rue du Collège 85 - 2300 La Chaux-de-Fonds - Switzerland

TAVANNES WATCH Co. LLC - PO Box 85 - Valencia, PA 16059 USA

WWW.TAVANNES-WATCH.SWISS



TAVANNES TIMES

THE WORLD

Chemin des Jardinets 2 - 2710 Tavannes - Switzerland
TAVANNES WATCH Co. LLC - PO Box 85 - Valencia, PA 16059 USA

TAVANNES WATCH Co Est^d 1891



TAVANNES MANUFACTURE Co

Tavannes Watch Co. was founded in 1891 in Switzerland by a talented, visionary and ambitious watchmaker: Mr. Henri-Frédéric Sandoz. Through his watchmaking knowledge, he has built reliable and renowned products. His ambition led him to build one of the largest watchmaking factories in the world at the start of the 20th century. His visionary spirit made him use the best American machine tools in the world. It occupied five buildings and employs 2,000 people.



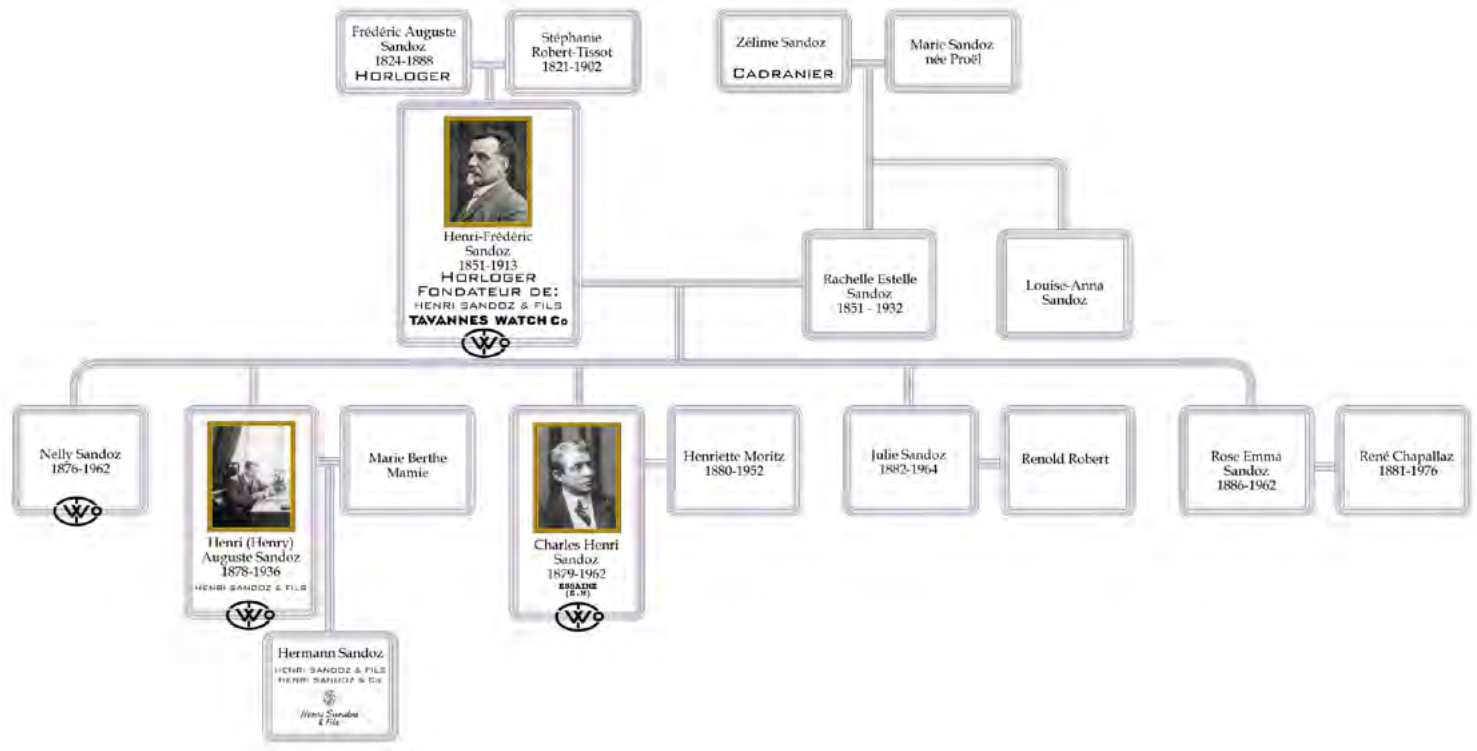
Tavannes Watch Co. manufactured at the time 4,000 pieces per day and offered its movements to the entire Swiss watch industry, while still focusing on craftsmanship. Through its reliability, Tavannes movements were used throughout the first half of the 20th century by a number of very prestigious brands today. In parallel, the brand sold under its own name and that of several other brands, timepieces of great modernity that have marked history: first waterproof wristwatch in 1917 for the body of English submarines, belt-watch for the Prince of Wales in 1929, and many other Tavannes models that have arrived over the decades from iconic prestige watchmaking products.



Owner & CEO, Florin NICULESCU



Brands



TAVANNES WATCH Co. HISTORY

1851-2021



1851

Henri-Frédéric Sandoz was born in Le Locle on March 5th 1851. At the age of 13, he began an apprenticeship in Samuel Aubert's casing workshop.

1869

In 1869, Henri-Frédéric Sandoz started his own business as a caster and manufacturer of spring-stamps. He very quickly became aware of the progress of American production, which worked on the assembly line by using machine tools to manufacture timepieces.

1871

Henri-Frédéric Sandoz created the Henri Sandoz & Fils company, Sandoz focused on the production of mechanical watches and expanded it to include repeater watches.

1876

Henri Frédéric Sandoz took part in the 1876 Philadelphia Centennial International Exhibition.

1880

In 1880, looking for land to expand his activities, Henri-Frédéric Sandoz ran into Georges Favre-Jacot, patron of Zenith watches, and therefore had to emigrate to be able to develop his know-how.



*Henri Sandoz
& Fils*





1891

In 1891 a young, talented master watchmaker, Henri-Frédéric Sandoz, founded the Tavannes Watch Company in a small Swiss village, Tavannes, in the Jura mountains. He and his partners, Schwob Frères, soon opened markets around the world, notably in Canada, Russia, United States, and the Far East.

1895

Entry of Tavannes Watch Co, manufacture and sale of watches - founded on September 9, 1895 - in the Swiss Trade Register. November 20, 1895 Filing of the brands Tavannes Watch Co, La Tavannes, T.W.Co, Obi, léna, Azow, Kama, Dvina, watches, watch parts, cases and packaging.

1896

The Tavannes Watch Co, already in 1896, at the National Exhibition in Geneva, was one of the rare watch manufacturers to achieve vertical integration almost complete: from the manufacture of the machine tool to the production of the complete watch.

1899

Undervelier - Tavannes Watch Co is building a watch case factory at the entrance to the Pichoux gorges.

1902

It was during this time that watches were becoming popular. Industrialization and the expansion of the railroad system made a standardized time necessary. The United Kingdom, in 1884, set its time to Greenwich Mean Time and it really established the watch business as we know it today.

1903

Tavannes had to expand and build a new factory. TWC employs 470 people and produces 953 watches per day.

1904

Tavannes registers trademark Cyma Tavannes Watch Co.

1905

By 1905, the 750 employees produced 450 000 watches a year and the production grew very fast to reach 750 000 pieces made by 950 employees in 1909.

1907

Henri-Frédéric Sandoz was a prolific inventor. Between 1889 and 1907 he registered 39 patents for improvements to watches in his own name, and a 11 more were registered by the Tavannes Watch Co. SA under his direction before his death in 1913.

1909

Since 1909, Tavannes Watch Co workshops have also produced the measuring instruments necessary for this activity, micrometers, including foot micrometers, for watchmaking and mechanics.

TAVANNES



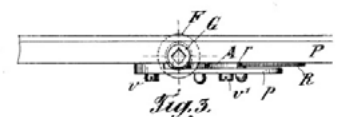
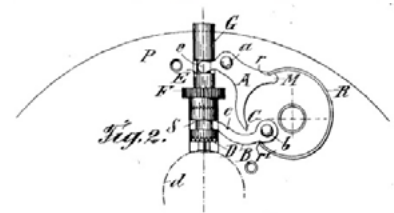
FABRIQUE DES MONTRES
TAVANNES

QUELQUES CHIFFRES IMPRESSIONNANTS

	1891	1903	1908
Superficie des Usines Tavannes	320 m ²	1,270 m ²	5,112 m ²
Superficie totale des Ateliers	1,040 m ²	4,620 m ²	22,000 m ²
Nombre de machines en service	55	450	2,248 et 670 moteurs électriques
Nombre d'ouvriers	40	470	2,000
Production journalière	42 montres	953 montres	4,000 montres

Dans le monde entier, plus de **30.000.000** de MONTRES TAVANNES sont actuellement en usage

Usines à TAVANNES (Suisse) Bureaux à la CHAUX-DE-FONDS (Suisse)



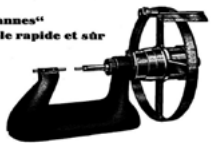
Micromètres „Tavannes”

en exécution horizontale et verticale.

Micromètres pour la mesure des vis sur flancs au moyen de trois fils; mesurage de 1/100 et 1/1000 mm. — Comparateurs — Enregistreurs. — Précision et économie.

Le micromètre „Tavannes” permet un contrôle rapide et sûr

Prospectus à disposition



Micromètre horizontal pour lecture de 1/1000 mm.

TAVANNES MACHINES & CO. S.A. (Suisse) **TAVANNES** (Suisse)



1910

Tavannes Watch Co won the Grand Prix for daily production at the Exhibition Universal of Brussels: 2,500 watches per day. The numbers are there, revealing the tremendous industrial take-off of the Tavannes Watch Co.



1913

Henri Frédéric Sandoz died at the age of 62 years, his sons followed his path, Henri Auguste Sandoz succeeded his father as director of the Tavannes Watch Co.



1914

Thanks to its constant innovation, Tavannes Watch Co won the Gold Medal at the Grand Prix de Berne in 1914. Tavannes Watch Co. sets up a company founded in 1914 in Tokyo by Kono Shohei and managed by a former technical executive from Kintaro Hattori (Seiko & Citizen Watch Co.), assembles Tavannes Watch watches sold under the Pacific brand.



1915

The company's 20th-century product range naturally included wristwatches of the most diverse character for example the shock-proof models with a protective cover over the fragile crystal glass that were issued to soldiers in 1915 now called the "trench watch".

1917

During WWI, the Tavannes Watch Co was approached by two British submarine commanders to consider the construction of a watch suitable for work on submarine decks awash in water - This watch was supposed to be water-tight, non-magnetic, and the balance wheel had to be of a material which shows a minimum of expansion and contraction with variations in temperature - The face had to be legible at all times - In 1917 was born the first waterproof wrist watch made by the Tavannes Watch Company.

1919

From 1918, a new building, built in the same style as the TWCo and in the immediate vicinity of the latter, now accommodates the machine and measuring instrument activities of the watchmaking company, the latter having grown in importance over the years. The machine tools, first developed to ensure the in-house manufacturing of the various watch components, are then produced in series and intended for sale outside the company. Success was quickly achieved since between 1900 and 1930, 2000 machines were marketed by the unit now called Tavannes Machines Co. (TMCo).

1923

Henri-Frédéric Sandoz was a real entrepreneur. His visits to American manufacturers inspired him, and he was the first to create machine tools exclusively for the Swiss watch industry. Tavannes became an important Swiss watch company because of his engineering abilities.

THE "SUBMARINE" WRIST WATCH

WATER PROOF INTENSE LUMINOSITY.

SOME WRIST WATCHES ARE DUST PROOF. OTHERS ARE DAMP PROOF. BUT THE "SUBMARINE" IS THE FIRST ADVERTISED WATERPROOF.

SILVER CASE, BLACK DIAL, INTENSELY LUMINOUS, NON-MAGNETIC. THE REALLY IDEAL WATCH FOR NAVY AND ARMY OFFICERS.

WRITE FOR PARTICULARS. £4 - 0 - 0 net.

BROOK & SON, By Appointment to H.M. The King, 87 George Street West, Edinburgh. The Pioneers of Luminous Watches.



ADRESSEZ-VOUS A TAVANNES WATCH CO, S. A.

DIVISION : MACHINES, TAVANNES, SUISSE

Pour tous vos travaux de PRÉCISION. Prix avantageux.

MACHINES, PIÈCES NORMALISÉES d'INTERCHANGEABLES

Fabrique sur PLANS toute MACHINE, tout OUTILLAGE, tout ORGANE de SÉRIE de montage et petite mécanique. — Toute son ENGRENAGE pour horlogerie, pendule, petite mécanique. — Toutes ORGANISATIONS d'ORGANES pour travaux en série, appareils, grosses horlogeries, etc.

TRAVAUX de TOURAGE, FRAISAGE, TAILLAGE, RABOTAGE, MEULAGE, ÉTAMPAGE, RÉGULATION, AJUSTAGE



PRESSES AUTOMATIQUES 5 TONNES «TAVANNES»

pour la fabrication en série de pièces pressées en résines synthétiques thermo-durcissables avec filetage, telles que bouchons pour flacons ou tubes, ou sans filetage telles que boutons d'habillement, etc.

Diamètre max. des pièces: 35 mm

PRESSES A PASTILLER «TAVANNES»

pour résines synthétiques, produits pharmaceutiques, etc.

Pression max. 12 tonnes

Diamètre max. des pastilles: 40 mm

TAVANNES MACHINES CO. S. A.

Halle VI TAVANNES Stand 1585

229



1926

Around 1926, Tavannes was presented with a challenge. The man who would eventually be crowned king Edward VIII of England (yes, the one who gave up the throne to marry American socialite Wallis Simpson) commissioned Tavannes to make him a custom watch that could be worn as a belt buckle while playing golf. With a discreet press of a small button, the watch portion of the buckle would flip open at an approximate 90 degree angle to its case. In this position, the time could be read.

1929

Thanks to its constant innovation and patented new systems, Tavannes Watch Co won the Gold Medal at the Grand Prix de Barcelone in 1929. An extra thin movement was included in a 100 pesetas Spanish gold coin and the first Captive was presented to the public.

1930

At the end of the twenties and beginning of the thirties, Tavannes Watch Co created new kinds of watches like "La Captive" or the Belt-Watch, which consisted of completely new concepts at that time. These were followed by "waterproof" wristwatches, as well as wrist-chronographs equipped with Valjoux movements. March 19, 1930 Foundation of the Cyma Watch Company - Cyma Watch Co.

1931

In 1931, the TMCo started manufacturing its famous Gyromatic, a 6-spindle vertical automatic lathe. This machine for turning large parts in large series, existing in three versions, quickly met with worldwide success.



1934

The precision mechanics company Tavano SA was created in 1934 in Geneva by the watchmaking group Tavannes Watch Co. in order to produce the famous sewing machine named Elna.



1938

In half a century, Tavannes built five factories in Switzerland, and became the fourth largest watch manufacturer in the world. At that time, they employed over 2,000 skilled watchmakers and produced over 4,000 watches a day. Creation of Tavannes Machines Co. (300 employees).

FABRIQUES DES MONTRES TAVANNES				
QUELQUES CHIFFRES IMPRESSIONNANTS				
	1891	1903	1938	
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1940

A huge fire destroyed several buildings of the factory as well as most of the archives.





1943

In 1943, the CYMA brand was used more and more for the retail of Tavannes watches. The company launched its first automatic movement, the caliber 420, with a swinging arm winding in one direction. This movement was fitted into the square cased « Watersport » model, for example. The Tavannes Watch Co Distributor Network was based out of the whole world.



1946

In 1946 Tavannes Watch Co used the Chronomat 217-012 patent with a movement based on Venus 175.



Tavannes Watch Co.
Reverso for
Jaeger-leCoultre
circa 1930



Tavannes Watch Co.
for:
1-Patek Philippe
2-Hermès
3-Dunhill
4-Zenith

1950

With over 300 patents obtained for mechanical and automatic timepieces, Tavannes was producing movements for most of the famous Swiss brands. Many of these innovations are still used today.

1955

Around 1955 - 1957, the "Autorotor" self-winding caliber 485 was launched. It's now a collector's item.



1966

In 1966, Tavannes Watch Co continued to sell movements to other watch brands until 1982 and then concentrated in the production of specialized numeric command machines (Tavannes machines) for the watch industry.



1968

In 1966, ASUAG (today SWATCH GROUP) created Chronos Holding to manage new acquisitions, including the Tavannes Watch Co. and its underbrand Cyma. Chronos, in turn, created Synchron Group in 1968.



1978

ASUAG decided to dissolve the Synchron Group, Tavannes Watch Co. and its brands are sold in an auction to M. Claude Guilgot. The Cyma under brand took the lead and Tavannes Watch Co. is now only distributed in a limited number of countries.





1980's & 1990's

"Tavannes Watch" brand is only used for several specific markets as Pakistan, India, Miramar and South Africa with the TWC logo as CYMA is used for most of the other markets.

2002

Florin Niculescu is hired by Claude Guilgot and became the president of Cyma USA in 2006.

2008

Tavannes Watch Co. brand is taken over by the Niculescu family. Re-implantation of the Tavannes Watch Co brand, which comes back with a new generation of watches, more reliable and superior quality. Several collections, limited editions as well as a few rare unique pieces.



2009

Tavannes Watch Co. brand deployment in the US market, following the steps of the family business from the Sandoz and Schwob families.



2014

Tavannes Watch Co. presented the Sophisticated, a lady's watch that can change with a special "bezel ring" feature to give the watch different look.



2016

Tavannes Watch Co presented the Superb Gents COSC Certified collection.



2017

Tavannes Watch Co presented the Submarine 1917 Collection at the JCK, the revival of the first advertised waterproof watch of Tavannes Watch Co in 1917. Limited Edition to 100 pieces for the 100 years anniversary.



2018

La Captive, the New Belt Watch is about to take shape. New design, new materials, new technology will make it possible for this timepiece to be worn as a wristwatch, golf belt watch, as well as a desk watch all inspired by the history of this timepiece.





2019

Tavannes Watch Co acquires a watch manufacturer with 20 years of experience, UM2, located in La Chaux-de-Fonds.

2020

Tavannes Watch Co had always worked with schools and students and mandated this year several students to work on a special project which became the BUGGY watch.

2021

TIM (This Is Me) a lady's watch directly in the continuity of the Sophisticated developed several years before.

For its 130 years anniversary Tavannes Watch Co is working on the HFS (Henri-Frédéric Sandoz) classic collection based on an historical Tavannes Watch Co. caliber.

TAVANNES WATCH Co.
The story continues

THE 4TH ANNUAL
**INSTORE
DESIGN
AWARDS**
2019

«The uniqueness of this belt watch bears the unmistakable markers of meticulous master-craftsmanship that went into the creation and design of this mini-masterpiece.» SIA MARAVELAS

«Want to see something you've never seen before? How fun is this? Captivate a cocktail party with this unique timepiece.» MATTHEW ROSEHEIM

«This is a sleek and practical integration of two universal accessories — the timepiece and belt.» ELIZABETH GIBSON

la Captive BELT-WATCH



Chemin des Jardnets 2 - 2710 Tavannes - Switzerland
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TAVANNES MANUFACTURE Co

TWC

TAVANNES WATCH Co

Est. 1891



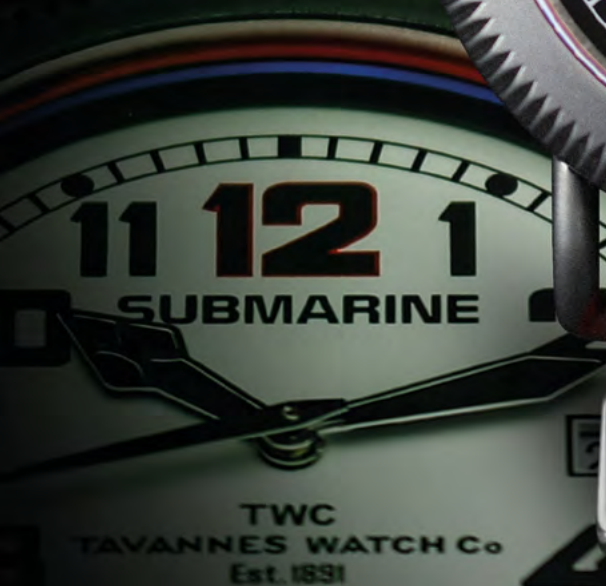
BUGGY

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**ADRENALINE
ADVISORY
EXPLICIT CONTENT**

 **TAVANNES MANUFACTURE Co**

TWC
TAVANNES WATCH Co
Est. 1891

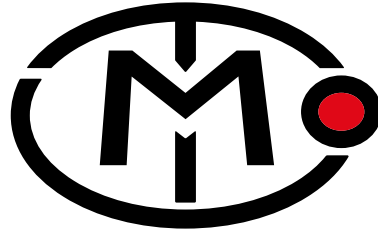


SUBMARINE

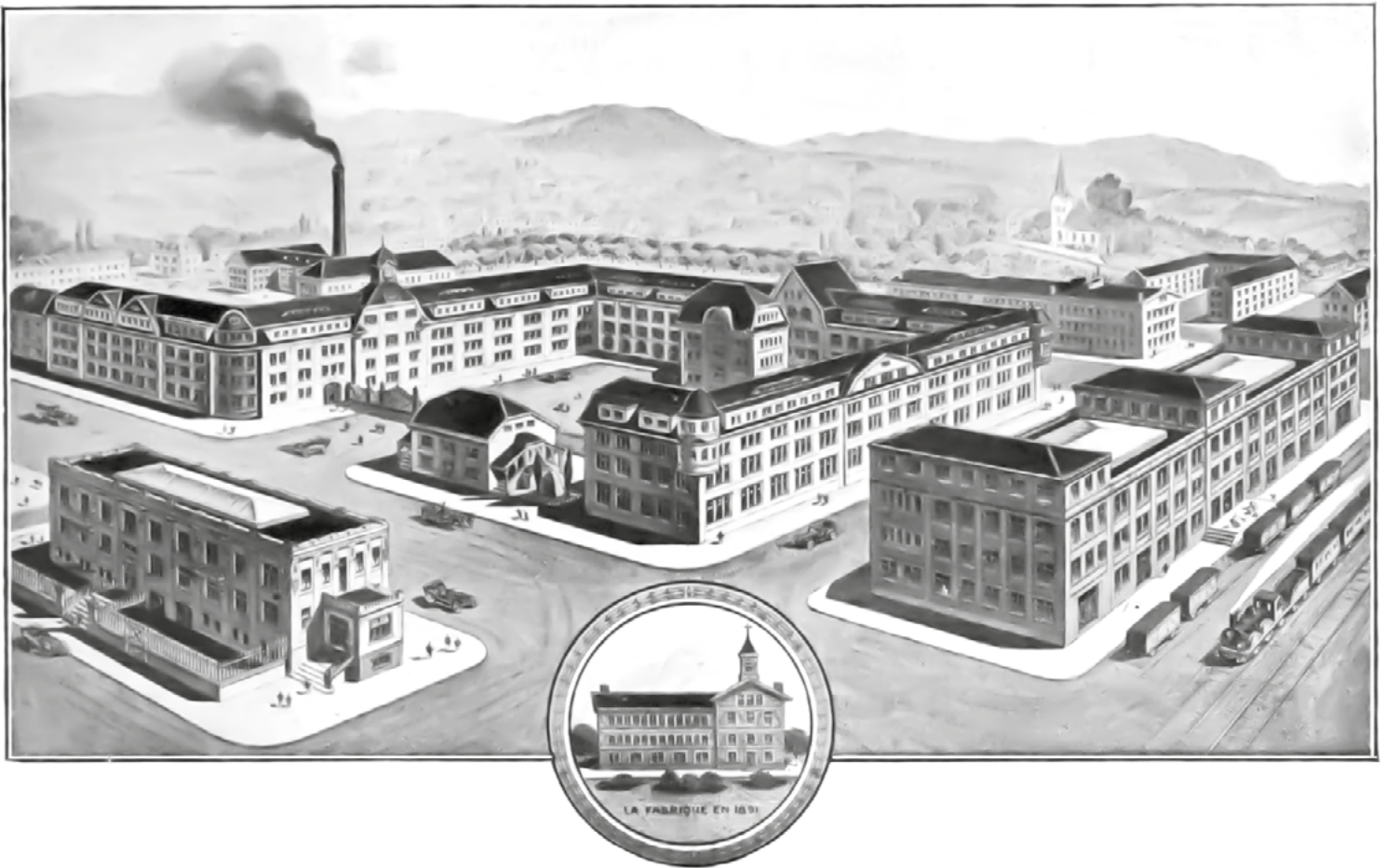


The first water resistant wristwatch

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TAVANNES MANUFACTURE Co



130 years of experience and knowledge in product and machine manufacturing
Quality, tradition and know-how will thus support your brand, and express these values under your name.



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