
IWC SCHAFFHAUSEN CELEBRATES THE INAUGURATION OF ITS NEW MANUFAKTURZENTRUM

Schaffhausen (Switzerland), 27th August 2018 – IWC Schaffhausen marked the inauguration of its new Manufakturzentrum with a celebration. The official opening of the new production plant for movement components, manufacture movements and cases is a milestone in the Swiss luxury watch manufacturer's 150-year history. A great many representatives from the commercial and industrial sectors as well as the political arena were in attendance, including Christian Amsler and Peter Neukomm. They were joined in Schaffhausen by IWC brand ambassadors such as Fabian Cancellara and Patrick Seabase.

"Back in 1868, our founder Florentine Ariosto Jones was already pairing traditional watchmaking with advanced production methods. Ever since he established this approach to engineering, we have been systematically developing it; even today, we continue to combine skilled workmanship and sophisticated technology in our new Manufakturzentrum. But the building has more to offer than just optimal conditions for production and excellent working conditions for our employees – it also embodies the spirit of the IWC brand and allows visitors from all over the world to see up close how our manufacture movements and cases are produced", reveals Christoph Grainger-Herr, CEO of IWC Schaffhausen.

In its new production plant, over an area spanning 13,500 square metres, the Schaffhausen-based watch manufacturer brings together the production of movement components, manufacture movements and cases under one roof – a milestone in the company's 150-year history. For Andreas Voll, COO of IWC Schaffhausen, this sees a long-held hope of his finally come to fruition: "The new building has given us the opportunity to configure our production processes as is best for ensuring that they run optimally and produce perfect quality. So, for example, the entire process of creating value, from the raw material to the individual movement component and on to the finished manufacture movement, progresses in a logical order on a single storey. I have been dreaming of this ever since I started at IWC back in 2007".

A great many representatives from the commercial and industrial sectors as well as the political arena were in attendance at the opening ceremony. The guests numbered around 130; amongst these were politicians such as Christian Amsler (District President of the City Schaffhausen) and Peter Neukomm (Mayor of the City Schaffhausen), as well as commercial and industry representatives. Also in attendance at the ceremony were IWC ambassadors such as Fabian Cancellara and Patrick Seabase.

STRATEGIC EXPANSION OF PRODUCTION EXPERTISE

In recent years, IWC has experienced a period of rapid growth, which meant that, in its existing premises, it was increasingly being held back by its capacity limits. After extending that facility twice, it had finally outgrown the site. Because at that time it had been decided that IWC should embark on the strategic expansion of its expertise in movement manufacturing, the company decided that a new building was in order. The Manufakturzentrum was erected over a period of just 21 months. Around 80 construction companies were involved in the project, many of these based in the Schaffhausen region.

IWC SCHAFFHAUSEN

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world's leading brands in the luxury watch segment, IWC crafts masterpieces of Haute Horlogerie at their finest, combining supreme precision with exclusive design. As an ecologically and socially responsible company, IWC is committed to sustainable production, supports institutions around the globe in their work with children and young people, and maintains partnerships with organisations dedicated to environmental protection.

DOWNLOADS

Photos of the official opening of the new Manufakturzentrum can be obtained free of charge at press.iwc.com

MORE INFORMATION

IWC Schaffhausen
Public Relations department
E-mail press-iwc@iwc.com
Website press.iwc.com

INTERNET AND SOCIAL MEDIA

Web iwc.com
Facebook facebook.com/IWCWatches
YouTube youtube.com/iwcwatches
Twitter twitter.com/iwc
LinkedIn linkedin.com/company/iwc-schaffhausen
Instagram instagram.com/iwcwatches
Pinterest www.pinterest.com/iwcwatches/