



### **Unlimited options.**

*Direct dialogue with the CEO.*

LUCERNE—September 22, 2014—Today ochs und junior announced that it offers open-ended customization of Ludwig Oechslin's rigorously simple watches to its clients. The size, materials, colors and more can be defined in direct dialogue with CEO Beat Weinmann. [Three examples](#) of open-ended customizations (including the rusted-iron annual calendar above) are personally related by Weinmann later in this press release.

This is not the standard level of customization in which the client selects predetermined options. The client can bring new ideas to the table and ochs und junior uses its manufacturing expertise to realize them.

This approach to customization does not scale. It is exclusively possible due to the 1:1 relationship between client and CEO at the heart of ochs und junior's business, and the flexibility of ochs und junior's production process. The ochs und junior website lets clients around the world experience the same 1:1 attention.

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Every ochs und junior is personally sold by Weinmann. This is true whether the watch is purchased at ochs und junior's workspace in Lucerne or shipped worldwide via FedEx. As ochs und junior's CEO, Weinmann has direct responsibility for client satisfaction. And as the head of production, he fully understands the production possibilities of the watches. Questions about options can be addressed on the spot.

Weinmann working directly with clients is by design. ochs und junior was founded with two targets. First, that Dr. Oechslin design exactly the type of watches he likes with no sales or marketing input. Second, that Weinmann take personal charge of sales and service for every client. To ensure both of these targets, no more than 300 watches are sold per year.

ochs und junior is profitable and financially conservative. Its target is to sell *enough* watches to continue pursuing the above goals, not *the number that maximizes profitability*. It believes an outlook like this is critical to success for a small watch company in today's industry of mega-groups.



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## Production

Oechslin's rigorously simple watches can largely be manufactured using partners outside the watch industry, which gives ochs und junior increased flexibility to meet clients' customization requests. ochs und junior's key partners are located close to its headquarters in Lucerne, and each can flexibly deliver quality in a timely fashion.

ochs und junior watchmaker Sandra Flück (pictured with Oechslin above) works in Lucerne as Ludwig Oechslin's technical assistant and assembles ochs und junior's watches.

Peter Cantieni is located just outside Zürich and manufactures all of ochs und junior's custom-made gear systems, cases, dials, buckles, and crowns. He is able to create one-off executions to specification with his decades of experience, which includes machining precision metal parts for the Swiss Formula 1 team Sauber.

Cador, a family run firm across the border from Basel, enables ochs und junior to offer the entire spectrum of colors for every dial component.

Hölmüller in Lucerne makes custom patination and precious metalworking solutions possible, like on the moon phase nebra.

Sabina Brägger lasers ochs und junior's [tailored-sturgeon straps](#) in the University of Lucerne's machine shop and sews them in her atelier.

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## Online

A client can work with Weinmann from anywhere in the world using ochs und junior's website.

The client can first select one of Ludwig Oechslin's rigorously simple watches:

- [moon phase](#)
- [annual calendar](#)
- [date](#)
- [two time zones](#)

After clicking "custom" (example: [moon phase](#)), the client is provided Weinmann's personal contact information, along with information like prices and delivery times. Weinmann responds to questions usually within 24 hours.

Clients will also find a photorealistic customizer tool (example: [moon phase](#)) with which they can control the following dimensions:

- Case material (Titanium or silver)
- Case size (42mm or 39mm)
- Color (all dial elements including hands – 20 options)
- Strap (leather, suede, sturgeon, rubber)

Mockups produced in the tool are 100% Retina-resolution and can be printed life-size, cut out, and wrapped around the wrist.

### *Performance*

The customizer performs best on current generation desktops and laptops running the latest version of Chrome, FireFox, or Internet Explorer.

### *Working directly with Weinmann*

Far more is possible than in the customizer tool. Weinmann works directly with clients in person, over email and on the phone to realize unique ideas for their personal watch.

Below are the stories of 3 custom-made watches, told by Beat Weinmann.

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## 1. Patination

The first truly unusual custom-made watch and junior was created in 2012 for a physician from Lucerne. He was interested in astronomical phenomena and their representations. Currently he is planning a sun dial for his house.

For a big birthday, he bought himself one of the precise moon phase watches by Ludwig Oechslin. He chose a case in the same material as his daily-used custom-made bike: titanium.

The dial was to be a very special one. He brought us a book with pictures of the [Nebra Sky Disc](#) and asked us to design his watch with this in mind. He decided to wait for his birthday at the beginning of December to see the final result.

Together with Marc Höllmüller, one of the most talented jewelers in Switzerland, we developed the concept of the moon phase nebra.

The dial is heat-treated and copper-patinated and takes on the same irregular turquoise sheen as the Nebra Sky Disc. The indices are inlaid with gold leaf; the sun at 12 o'clock is a solid, hammered 12k gold disc.

The hour and minute hands are made of gold-plated brass; the second hand is copper-patinated like the dial. The full moon consists of solid platinum, the new moon opposite of patinated silver.

Our client, the physician from Lucerne, was and is so happy with his personal moon phase watch that he asked us to present the watch on our blog. Since then, several visitors to the ochs und junior website have discovered this special watch and have ordered their own individual version of it.

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## 2. Color

The watch pictured above has a sterling silver 925 case and belongs to Nabil Gholam.

Nabil Gholam is an internationally recognized architect with offices in Seville and Beirut. He has been following our work since the very first project that Ludwig and I worked on. He calls us “the most modern watch company in the world” and the newest addition to his vintage watch collection is from ochs und junior.

Nabil ordered his annual calendar in May 2010 with a silver case, a darkly patinated dial, and white hour and minute hands. He asked us to patinate the second hand just like the dial. Thus he would be able to read the time with a single, quick glance, while the second hand would still be visible if needed.

We might have taken a while longer to come up with this straightforward idea to improve functionality. Nabil had it first and shared it with us. Now his idea is

taken up by most ochs und junior owners for their personal watches. It is simply the best solution.

Nabil Gholam published a book this year. A very personal creation, it presents his works from the past 20 years and comes in different shades of blue.

He came to us with the idea of changing the dial in his annual calendar to Yve Klein blue. It's a very complex hue with a complex structure. Together with our partner Cadour, we manufactured six versions until we were happy with the result. The re-customized watch has now been sent back to Nabil Gholam.

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### 3. Rust

The idea is as crazy as it is daring! Rust really has no place in a watch. Then why is there rust in an ochs und junior watch – and by design?

The CEO of a large Swiss company producing ultra-precise parts in iron challenged us to manufacture a date watch with a rusty iron dial for him. Since we like the concept of having only two visible metals with no added color, we worked with our partner Peter Cantieni to create a single execution of this watch.

Cantieni executed the dial and the date disc in iron. He left them to rust, then milled out the indices and the date dot, creating the contrast necessary for optimal readability – with no added color.

The hands of this watch, too, are custom-made by Peter Cantieni.

Since both the client and ourselves are equally curious to see how the dial will react with time, we have decided not to protect it from further rust by varnishing it. We think that it will not change much since the environment within the watch is poor in oxygen. However, we are not sure. For that reason we offer the same lifetime warranty on all parts manufactured by ochs und junior for this watch.

In early 2013, I showed this watch to a Norwegian business man who had already visited us several times. We had recently developed for him a highly unique moon phase patina.

In spring 2014, this client visited us again and asked for a rusted dial. However he wanted it on an annual calendar.

This presented us with the challenge of manufacturing the functional dial of the annual calendar, whose back is part of the gear system displaying the month and day, and the intermediate wheel with two times five teeth in iron. We also had to let the front rust, while keeping the back free of rust to preserve the dial's functionality.

We succeeded. Our Norwegian client now owns one of the most unusual ochs und junior watches: the annual calendar with a rusted iron dial, milled-out indices and iron hands. The sterling silver 925 case will soon develop a patina of its own.

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### **Contact information**

Please contact cofounder and CEO [Beat Weinmann](#) with questions and requests.

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High-resolution images are available below and in the [press photo gallery](#).

### **Ludwig Oechslin**

While others think that a watch has to be complicated and contain as many parts and functions as possible to be considered high-quality, [Ludwig Oechslin](#), by contrast, has other interests and priorities. His thought processes lead him to develop the simplest combination of parts for superior reliability and fewer interfaces. Oechslin's studies of astronomical devices and his restoration and documentation of the Farnese astronomical clock in the Vatican between 1978 and 1982 taught him that gears are a better solution for functions than the levers and springs more conventionally used for wristwatches. He now bases his designs on that insight. His novel combinations of cogwheels and epicyclic (planetary) gearing use far fewer parts than traditional watchmaking complications and offer excellent operational reliability. Oechslin is responsible for all of ochs und junior's technical innovations and functional designs.

### **Distribution**



ochs und junior breaks the traditional rules of luxury watch distribution. ochs und junior watches are exclusively sold directly to clients at the [ochs und junior workspace in Lucerne](#) and over the internet at [ochsundjunior.swiss](#), instead of through the conventional routes of worldwide watch retailers and mono-boutiques.

Every ochs und junior sale (both online and in Lucerne) is personally handled by cofounder and CEO [Beat Weinmann](#). This direct distribution model means clients enjoy a dramatically better sales and service experience, and pay no high middleman margins.

Zürichstrasse 49 in Lucerne is the location of the ochs und junior workspace. Surrounded by architecture firms, advertising agencies, and unique local restaurants, the bright, spacious venue is a place for clients to work out the concept for their timepiece with Beat Weinmann, while enjoying espresso served from a vintage 1966 Gaggia.

### **ochs und junior**

ochs und junior AG was [founded in 2006](#) as the vehicle for producing Ludwig Oechslin's rigorously simple watches.

The watches have no logo on the dial or case – Oechslin creates clear design idioms for ochs und junior which are instantly recognizable.

ochs und junior manufactures a maximum of 300 watches per year, enabling it to offer uncompromising timepieces and a uniquely personal sales (and after-sales) experience from a single source – the cofounders of the company.

Ulysse Nardin became a strategic partner in ochs und junior in the spring of 2012.

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### **Full-resolution images**



