



LUCERNE—March 3, 2014—ochs und junior makes watches 180 degrees different from those produced by the luxury watch industry. The watches are designed by [Ludwig Oechslin](#), one of the most awarded watchmakers of the past 30 years. This press release describes 8 ways in which ochs und junior watches are unique.

1. Rigorous simplicity.

ochs und junior watches achieve new levels of simplicity through brainwork. For example, Oechslin's [annual calendar](#) function is executed in just 3 additional moving parts, when other watchmakers use 40. Luxury watches are generally valued for their complication and craftsmanship (physical work).

2. Clear expression of time horizons.

ochs und junior watches are designed to show time horizons in the clearest and most elegant manner possible. The ochs und junior [annual calendar](#) pictured above jettisons alphanumeric characters to intuitively display the date, month and weekday like the hands on a clock. Luxury watches generally have classic designs, or designs that showcase a unique aesthetic or technical development.

3. No logo.

ochs und junior watches have no logo on the dial or case. Oechslin creates clear design idioms for ochs und junior which are instantly recognizable. Luxury watches generally feature prominent logos – some might be hard to recognize without them.

4. No descriptive text on the watch.

ochs und junior watches are designed for their owner's practical daily use and are free from descriptions on the dial and case. Luxury watches generally have descriptive text like "Automatic", "Swiss Made", or "Water resistant".

5. Visible machining and milling.

ochs und junior watches display their materials and means of manufacture similar to the principle of modern architecture, "truth to materials". Luxury watches generally have finished surfaces that obscure how they were made.

6. Customizable.

Every ochs und junior customer can choose custom colors, sizes, materials, straps and engravings. Luxury watches are generally sold either in standard executions or in a series of standard executions.

7. Functional packaging.

ochs und junior watches come in an eco-tanned leather travel pouch strapped to a recyclable cardboard flat. Luxury watches generally come in lavish display boxes.

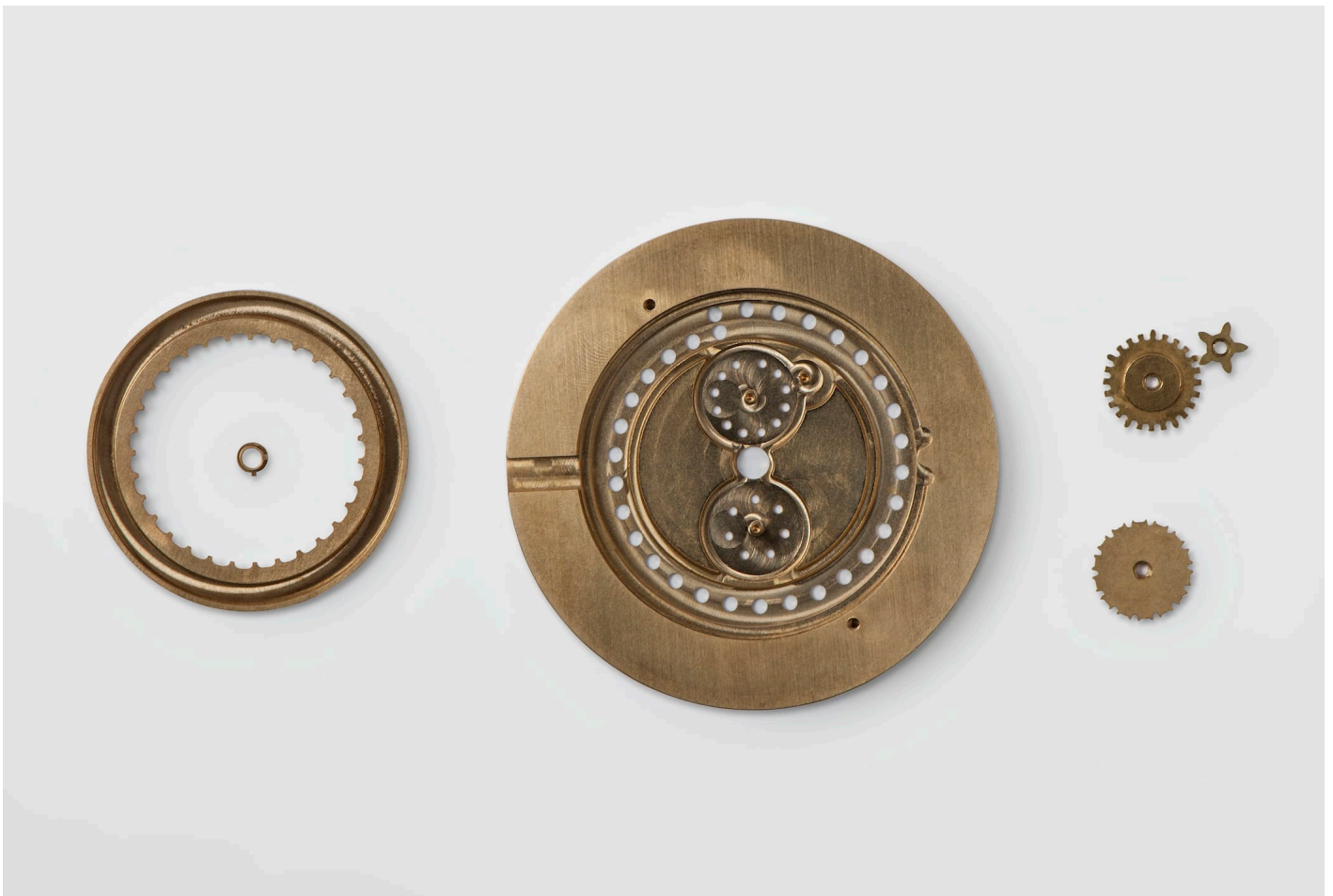
8. Transparent Swiss production.

ochs und junior watches are made in Switzerland – really. Only the band (France) and dial color (Germany) are manufactured outside, and [every partner](#) is transparently listed on its website. Luxury watch companies can sometimes be opaque about how much of their watches they produce in-house.

I am your personal contact for any questions about ochs und junior's watches. High-resolution images are at the bottom of the page.

All the best from Lucerne,

[Beat Weinmann, CEO ochs und junior](#)



1. Rigorous simplicity.

Luxury watch companies generally focus on increasing the complexity of their watches. They also focus on the type of materials in the watch and the kinds of finishing techniques that are applied. They employ the traditional repertoire of watchmaking techniques in ever more elaborate forms, aided by the power of modern CAD software. The achievement of the final result has to do with the processes that went into creating the watch, rather than the depth or clarity of thinking that the watch represents. That is, the timepiece's value is a result of the quantity and quality of craftsmanship that went into it, rather than the mental or brainwork.

Oechs und junior's watches are designed by [Ludwig Oechslin](#), one of the most awarded watchmakers of the past 30 years. In contrast to others, Oechslin strives for rigorously simple mechanical solutions. He begins his watchmaking projects with a clean sheet of paper, and leverages his wide experience to develop mechanics that are more reliable, manufacturable, technically elegant, and easier to service. In a sense, Oechslin targets mechanical watchmaking's earliest (and most practical) goals.

Oechslin's [annual calendar](#) uses original watchmaking concepts to achieve a new level of simplicity. Just 3 additional moving parts enable the Oechs und junior annual calendar, when other manufacturers use up to 40 parts for this function. Oechslin's extreme reduction in parts is accomplished through custom-manufactured gear systems instead of the customary watchmaker solutions of levers and springs.

Oechs und junior's rigorously simple designs enable it to offer a [lifetime warranty](#) on every part it manufactures, including its custom-designed functions, cases, buckles and crown.

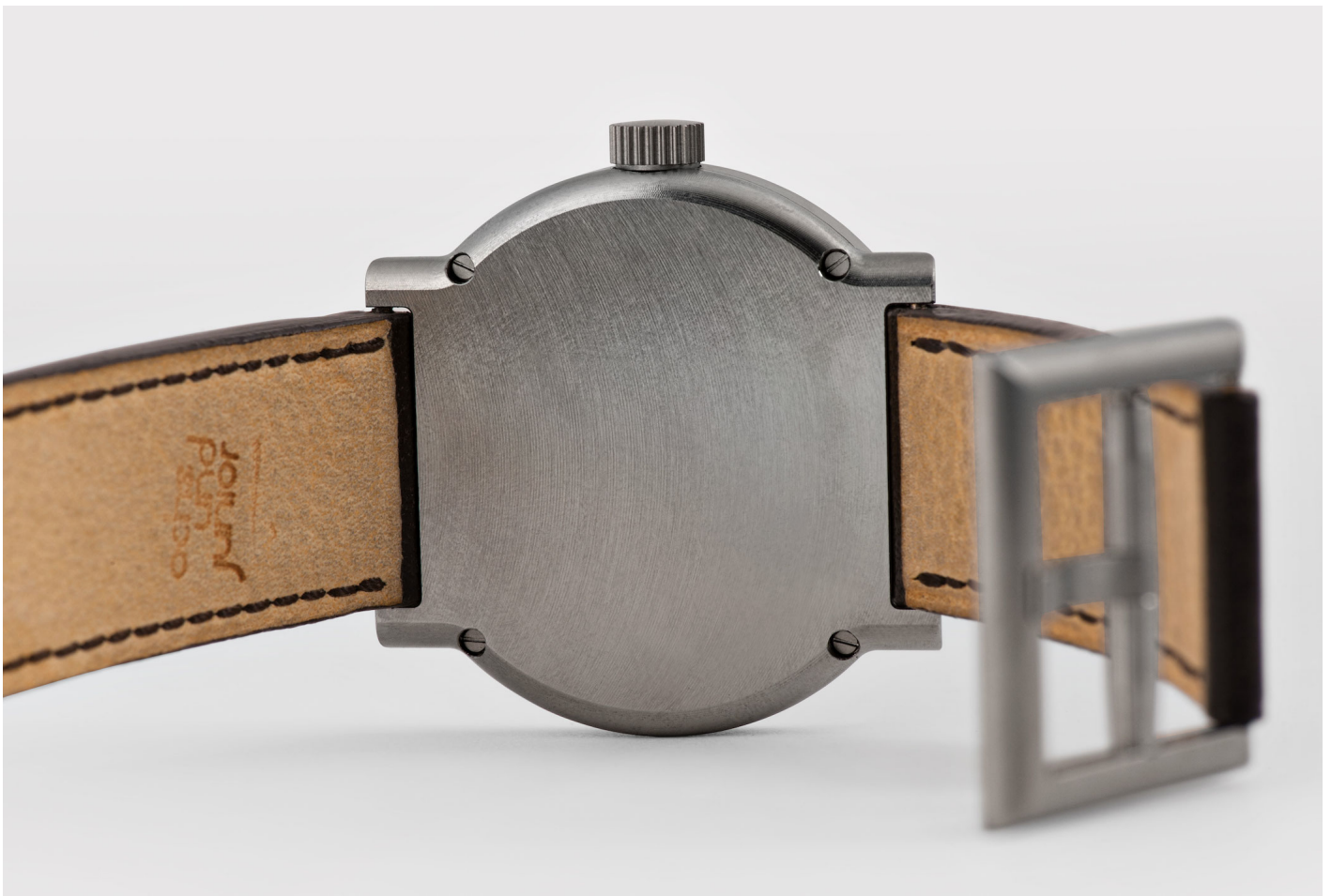


2. Expression of time horizons.

Luxury watch companies have many focuses – attaining the highest levels of finishing, using materials from other industries, preserving or resurrecting iconic designs, or expressing new aesthetic concepts with watchmaking as the vehicle.

Ochs und Junior's focus is on expressing time horizons in the clearest and most technically elegant manner possible. Its watches are designed for daily use with the highest priority given to functionality and the wearer experience.

An example is the Ochs und Junior date spiral, featured on the Ochs und Junior [date](#), [annual calendar](#) and [moon phase](#) watches. The analog date spiral jettisons alphanumeric characters to provide an intuitive sense for the passage of a month, the way watch hands do for time. The 30+1 date perforations also allow the exact minute and second to be read without text or numbers.



3. No logo.

Luxury watches generally have prominent logos, and some might even be hard to recognize without their manufacturer's logo.

In contrast, Ochs und Junior watches have no logo on the dial or the case back. Ludwig Oechslin's focus on the clear expression of time horizons leads to distinctive designs which do not require a logo for identification. For example, the date spiral on the Ochs und Junior [date](#), [moon phase](#), and [annual calendar](#) watches make them instantly recognizable as Ochs und Junior's, even if only a small portion of the dial is visible.

The only logo on Ochs und Junior watches is the one branded into the back of the eco-tanned leather straps – taking “branding” back to its source...



4. No descriptive text.

Luxury watches generally have text on the dial and case describing the watch features and characteristics. Text like “Automatic” or “Swiss made” cover the watch.

In contrast, ochs und junior watches are focused on functionality and free from potentially distracting feature descriptions. They are designed for their owners, who will know what features their watch has.



5. Visible milling and machining.

Luxury watches generally have elaborate surface finishes. The surface finishing techniques include hand- and machine-polishing, sand-blasting, brushing, painting, powder-coating, glazing and more. A tenet of modern architecture is “truth to materials”, but the idea is absent from luxury watch design. The unique characteristics of materials and the processes that gave them their forms are lost.

In contrast, ochs und junior watches clearly exhibit their materials and means of manufacture. Machining and milling tool marks are visible on the titanium and silver cases, buckles and crowns. The titanium and silver parts for Oechslin’s watches are machined by Peter Cantieni at his workshop in Hinwil, Switzerland. Cantieni’s machining and milling work for ochs und junior is precise and aesthetic. It has to be, as there is no opportunity to remove imperfections later. Cantieni previously machined ultra-precise titanium parts for the Swiss Formula 1 team Sauber.



6. Customization.

Luxury watches are generally sold in standard executions, or in a series of standard executions.

In contrast, ochs und junior cofounder Beat Weinmann works directly with every customer – whether they [visit in person in Lucerne](#), or get in touch by [phone or email](#) – to ensure that their watch is made to their exact specifications. The ochs und junior moon phase pictured above with a blue patina dial and hammered platinum moon is one example. The dimensions which can be customized include:

- color (every dial element)
- materials (titanium, silver, others upon request)
- size (42mm, 39mm, 36mm, others upon request)
- straps (eco-tanned calf leather in [38 colors](#), [rubber](#), water-proof [sturgeon](#))
- personal engravings (the entire case back is the customer's to engrave)

Online tools are available ([moon phase](#), [annual calendar](#), [date](#), [two time zones](#)) to test out ideas. Far more is possible than with the tools. For all the options, customers can work directly with cofounder [Beat Weinmann](#).



7. Functional packaging.

Luxury mechanical watches generally come enclosed inside large luxury display boxes.

Ochs and Juno watches are designed to be used every day, and come inside a small leather travel pouch strapped to a [cardboard flat](#). The cardboard flat is recyclable, and the travel pouch is useful and made of the same eco-tanned leather as the Ochs and Juno watch straps. Plus, customers pay for their watch, and not lavish packaging.



8. Transparent Swiss production.

By Swiss law, no more than [60%](#) of a watch needs to be manufactured in Switzerland for it to carry the “Swiss Made” label. ochs und junior watches are manufactured entirely in Switzerland, except for the strap (France) and dial color (Germany).

Luxury watch companies can sometimes be opaque about how much of their watches they produce in-house. ochs und junior transparently lists every supplier on the [partners page](#) of its website.

More information

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

High-resolution images are available below and in the [press photo gallery](#). Please contact cofounder and CEO [Beat Weinmann](#) with questions and requests.

Appointments

ochs und junior cofounder and CEO Beat Weinmann is available to meet with journalists anytime during BASELWORLD March 27-April 3 2014.

Please call or email to schedule an appointment:

Beat Weinmann
Telephone: +41 (0)41 266 02 12
Mobile: +41 (0)79 232 63 15
Email: beat@ochsundjunior.swiss
Skype: beatweinmann

Travel

ochs und junior AG
Zürichstrasse 49
CH-6004 Lucerne

From BASELWORLD, you can take tram No. 2 or 6 to the Basel SBB Bahnhof (2 minute ride). From Basel SBB Bahnhof, trains run multiple times per hour to Lucerne (61 – 84 minute ride, depending on the train). Upon arrival in Lucerne exit the train station and take bus No. 1 (direction: Maihof) to Wesemlinrain. Across the street, you will see ochs und junior. The address is Zürichstrasse 49.

Round trip fare to Lucerne from Basel costs about CHF 117 (1st class). It is our pleasure to reimburse travel expenses from Basel for journalists who schedule an appointment with us.

Driving directions from Google Maps:

<https://goo.gl/maps/11v5x>

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 customers 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 customers enjoy a dramatically better sales and customer 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 customers 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.

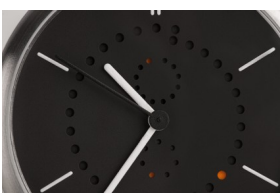
ochs und junior manufactures a maximum of 300 watches per year, enabling to offer uncompromising timepieces and a uniquely personal sales (and after-sales) experience from a single source – the cofounders of the company.

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

moon phase



annual calendar





date



two time zones



