

Why ochs und junior is skipping BASELWORLD 2014



No growth. Rigorous simplicity. One point of sale.

Your invitation to a fundamentally different watch company in Lucerne

LUCERNE—March 3, 2014—ochs und junior founders Ludwig Oechslin and Beat Weinmann today invite the press to visit the company’s headquarters in Lucerne, Switzerland during the week of BASELWORLD March 27-April 3, 2014.

The [rigorously simple watches](#) of ochs und junior differ 180 degrees from those at BASELWORLD. They feature elegant mechanical simplifications instead of elaborate complications, clearly express time horizons without alphanumeric characters on the [annual calendar](#), [moon phase](#), and [date](#) watches, and have no logo (or text description) on the dial or case back. Every model will be available for the press to try on in the exclusive location the watches are sold, the [ochs und junior workspace in Lucerne](#).

Why is ochs und junior skipping BASELWORLD, despite being located just 1 hour from Basel? There are 3 reasons:

1. No growth.

ochs und junior is a small watch company with no intention of becoming a larger one. Its business strategy is guided by the principle “big enough or small enough”, and it has consciously chosen the strategy of small enough. ochs und junior sells a maximum of 300 watches per year, which enables it to focus

on improving the details of its operation instead of on issues like expansion and growth. ochs und junior is in some ways similar to businesses in other industries described in the 2007 book by Bo Burlingham [Small Giants](#).

BASELWORLD is the world's largest show for watches and jewelry, and its scale and international attention make it more ideal for the conventional luxury watch company which is focused on growth.

2. Rigorous simplicity.

Ludwig Oechslin undertakes an intensive design process to create the most technically elegant watches for ochs und junior in the industry. For example, the ochs und junior [moon phase](#) function is executed in just 5 specially-designed parts and features one of the most accurate moon phase calculations ever designed (3,478.27 years to be off by 1 day). Conventional moon phase functions from other manufactures use up to 30 parts and deviate by one day after 2, 122, 500 or 1007 years.

BASELWORLD is more suited to the conventional luxury watch company which is focused on creating complicated watches. It is an ideal place to meet with the partners and parts suppliers for timepieces like this.

3. One point of sale.

Every ochs und junior is personally sold directly to the end customer by [cofounder Beat Weinmann](#), and can be custom-manufactured to the customer's precise specifications. The customer can purchase their watch by visiting ochs und junior's workspace in Lucerne, or discuss their timepiece with Weinmann and have their watch shipped anywhere in the world via FedEx. Every customer interaction is directly with Weinmann, including after-sales service.

BASELWORLD is more suited to the conventional luxury watch company which distributes its watches through a worldwide network of retailers and mono-brand boutiques. It is an ideal place to show retail partners a new lineup of watches.

We invite you to visit our unique workspace on bustling Zürichstrasse in Lucerne, one of Switzerland's most beautiful cities ([appointments and directions](#)). We also look forward to answering your questions [over the phone or by email](#).

Ludwig Oechslin & Beat Weinmann — cofounders ochs und junior



1. No growth.

ochs und junior was founded in 2006 by Ludwig Oechslin and Beat Weinmann. Weinmann previously worked for 16 years as managing director of Embassy, one of Europe's leading watch retailers, while Oechslin designed some of Ulysse Nardin's most awarded watches (including the Freak and Trilogy of Time). Weinmann and Oechslin realized that there are only two viable paths for a watch company in today's market: big enough or small enough. Oechslin's target of **rigorously simple watches** was 180 degrees different from the design that dominates the luxury watch market, so "big enough" was not an option. Instead of bending the watches' concept to meet the market's expectations, Oechslin and Weinmann decided to build a watch company that could thrive by being "small enough".

For ochs und junior, "small enough" means selling no more than 300 watches per year exclusively from its workplace in Lucerne, Switzerland. With this sales volume and strategy, ochs und junior can directly control development, production, communication, distribution and – very important – aftercare service. It can focus on making every aspect of its business great, instead of on the issues of scaling. The benefits for customers include:

- **Timepieces with no compromises.**

ochs und junior watches are offered to customers in their purest form, with no concessions to luxury watch norms. This means rigorous simplicity instead of intentional complication, visible machining and milling instead of polished surfaces, and no logo or product descriptions on the dial or case.

- **Expert and personal sales.**

Every ochs und junior is personally sold by cofounder Beat Weinmann who serves as the head of production. This means that questions are answered

precisely and customers receive expert guidance about every option before them. The internet and FedEx enable ochs und junior to provide this same personal sales experience from one location to anyone in the world. Luxury watches are generally sold by sales people who work several steps away from the design and production processes.

- **Customization.**

Every ochs und junior can be customized along numerous dimensions: color, material, size, straps, and personal engravings. Luxury watches are generally sold either in standard executions or in a series of standard executions.

- **Faster service.**

ochs und junior returns watches to its customers usually within 10 days. Repairs generally take several weeks or months in the luxury watch industry.

- **No “marketing markup”.**

ochs und junior watches do not have the cost of expensive marketing campaigns added to the price of the watch. Luxury watches are generally sold with marketing campaigns that include celebrity ambassadors, event sponsorships, and various other paid associations.

- **Something to discover.**

There is a pleasure in discovering something sold exclusively in the place of the people who created it. That is the pleasure that ochs und junior offers. Luxury watches are generally available in every major shopping location in the world.

—

ochs und junior is built for the long-term and happy to be profitable in its well-defined niche.



2. 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.

ochs 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 works towards 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 of) goals.

Like his 5-part moon phase function described above, Oechslin's [annual calendar](#) uses original watchmaking concepts to achieve a new level of simplicity. Just 3 additional moving parts enable the ochs und junior annual calendar, when other manufactures use up to 40 parts for this function. Oechslin's extreme reduction in parts is accomplished through custom-manufactured gear systems instead of the traditional watchmaker solutions of levers and springs.

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

others in several other ways. These are covered in ochs und junior's second press release from today: [rigorously simple watches](#).



3. One point of sale.

Luxury watch companies generally strive to make their products visible in every key market. This is typically accomplished through retail stores and mono-brand boutiques. This strategy makes it easier for customers to try on the watches, but there are also disadvantages:

- High middleman and retail margins are added which drive up watch prices.
- The customer interacts with sales people, not the people responsible for design and production who know every detail of the timepieces. This becomes an issue again when it is time for after-sales service.
- A luxury watch that can be purchased all over the world is by definition more commonplace.

Instead of the traditional retail and mono-boutique strategy, ochs und junior watches are exclusively sold by cofounder Beat Weinmann directly to customers from a single location: the ochs und junior workspace located at [Zürichstrasse 49, Lucerne, Switzerland](#). Dispensing with middleman retailers allows ochs und junior to offer direct customer service with the highest level of competence and ensures that customers pay no added retail margins. Customers can visit in person or discuss their watch with Weinmann and have it [shipped via FedEx](#). This makes ochs und junior watches more difficult to

come upon than watches stocked worldwide, and perhaps as a result, more interesting to discover.

ochs und junior exclusively communicates its product line online instead of with a printed catalog. This saves paper and ensures customers have the latest information. But it also means customers do not pay for any catalogs sent to potential customers in the price of their watch. Cail Pearce, an American who worked for Google for 7 years, joined ochs und junior in 2012 and leads its internet and communications strategy. The ochs und junior website was recognized by an international watch magazine as one of the [best in the watch industry](#).

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>

Lucerne

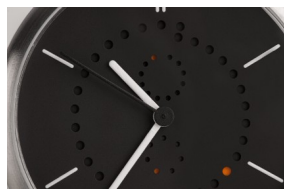




moon phase



annual calendar



date



two time zones

