

# Case in point: Specialities and special designs for the watch industry

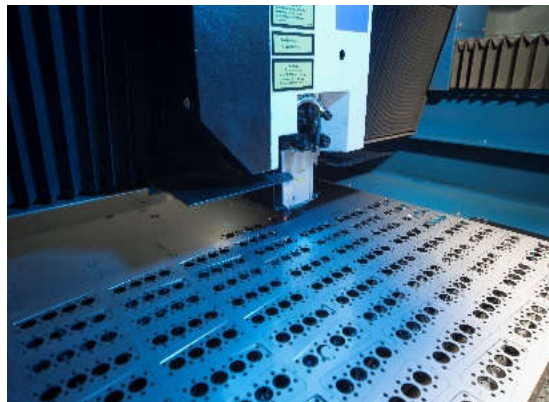
## Question / Challenge;

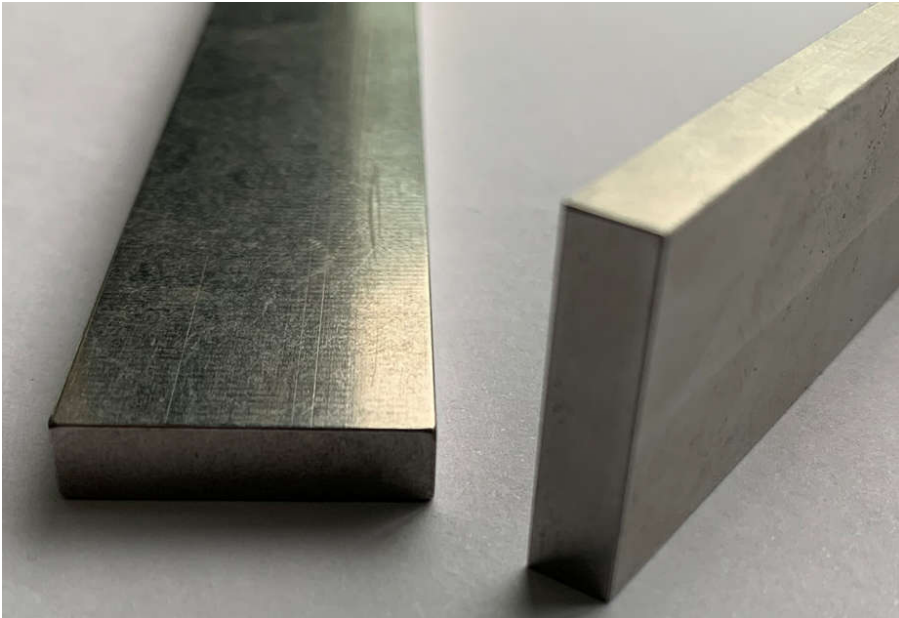
Our customers in the watch industry know us primarily as a supplier of sheets and rods made of special watch steel / 4435 WCQ. But due to the rapid technological change, the services and the different materials we offer are becoming more and more interesting and varied.

## Hempel Special Metals problem solving and customer benefit:

Customers were used to producing large quantities for the watch brands. For this purpose they use tools which have to be produced in a complex and expensive way. Shorter production cycles and smaller batches are increasingly demanded by the major watch brands. This is exactly where Hempel Special Metals can show its strengths and can offer short term and cost effective alternatives for the watch cases, but also for the watch strap and component producers. Here is a small selection:

On our water jet and laser machines we cut small series, but also series >1000 pieces for our customers. Often in titanium, but also in our watch steel 4435WCQ (Watch Case Quality) and in tantalum





For small batches, made of titanium or products that are difficult to obtain, we can saw and mill over profiles. This allows the customer to benefit from short delivery times, without having to sacrifice the highest quality.



We have special profiles, including crown wire, manufactured by our partner plant.

