



Haldimann  
Our values



Haldimann – Our values

Text  
Beat Haldimann  
haldimann-horology.ch


Translation  
Valentin Blank  
valentinblank.com

Photography  
Valentin Blank  
valentinblank.com

Concept, layout, typesetting  
Valentin Blank  
valentinblank.com

Typeface  
Egyptienne F  
Adrian Frutiger

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Haldimann Horology or its  
surroundings.

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Our œuvres are the result of a unique make and workmanship involved in the creation process. Their perfection and individuality can be attributed to our values. These values originate in our tradition to which we adhere. A family tradition of innovation since 1642. It was father and son, Ulrich and Hans Haldimann, who established this tradition. In the fifth century of their history Haldimann produces exclusively mechanical movements and watches in Switzerland to be delivered to their proud owners all over the world. A Haldimann philosophy and mentality has been cultivated over the centuries, in unison with the formation of Switzerland. Within this philosophy we distinguish twelve aspects that we have been cultivating in particular. These aspects are represented in our brand logo with its twelve phases of the moon.





# Modesty

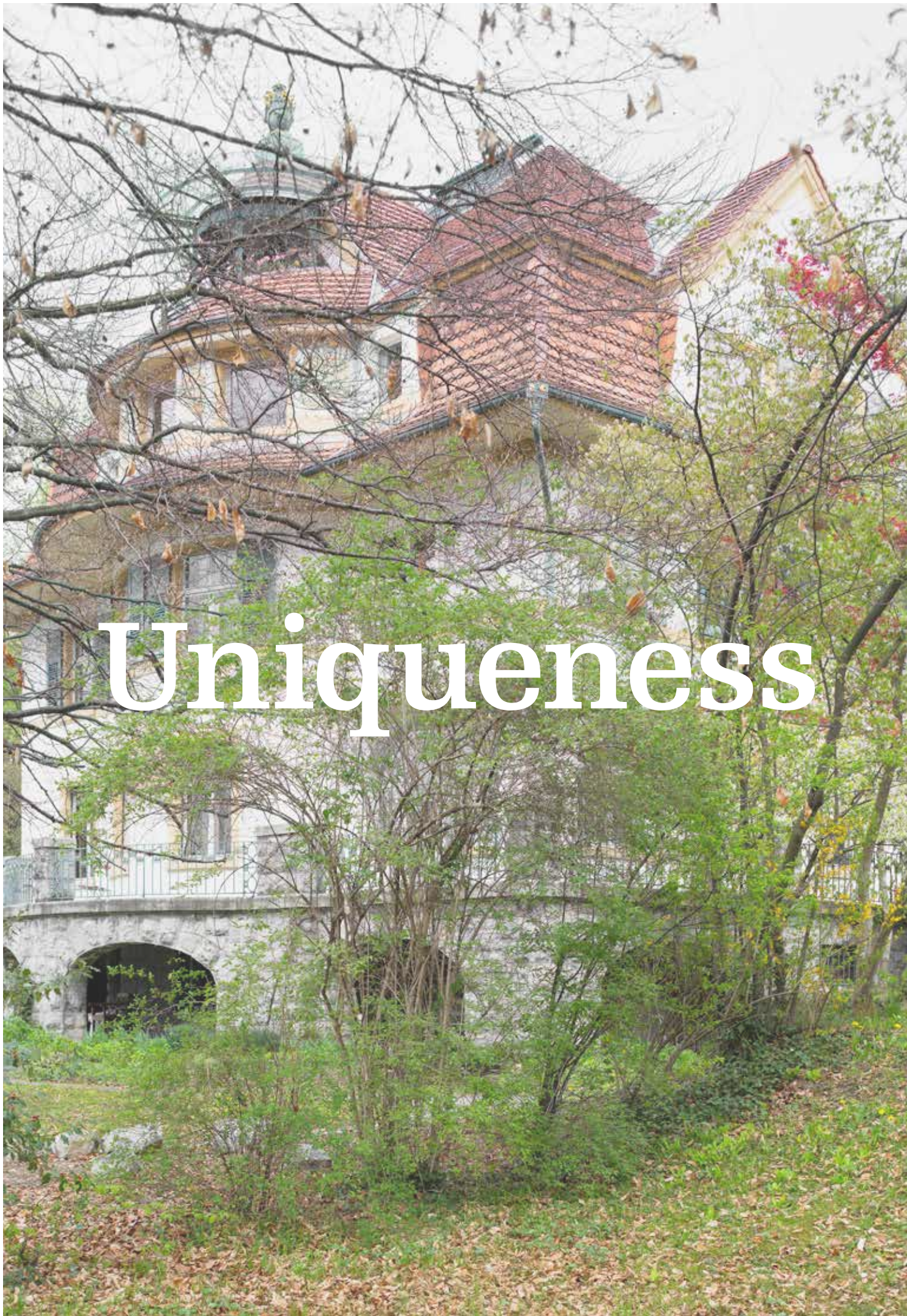
A glance on the timelines of Earth history reveals our significance as humans and as Haldimann Horology. In fact, it is negligible. Such a relativised glance reveals responsibility, too: our own responsibility, which we satisfy by constantly evolving and improving our works. We aim to shift the limits of the feasible. In so doing we remain at least relatively significant.





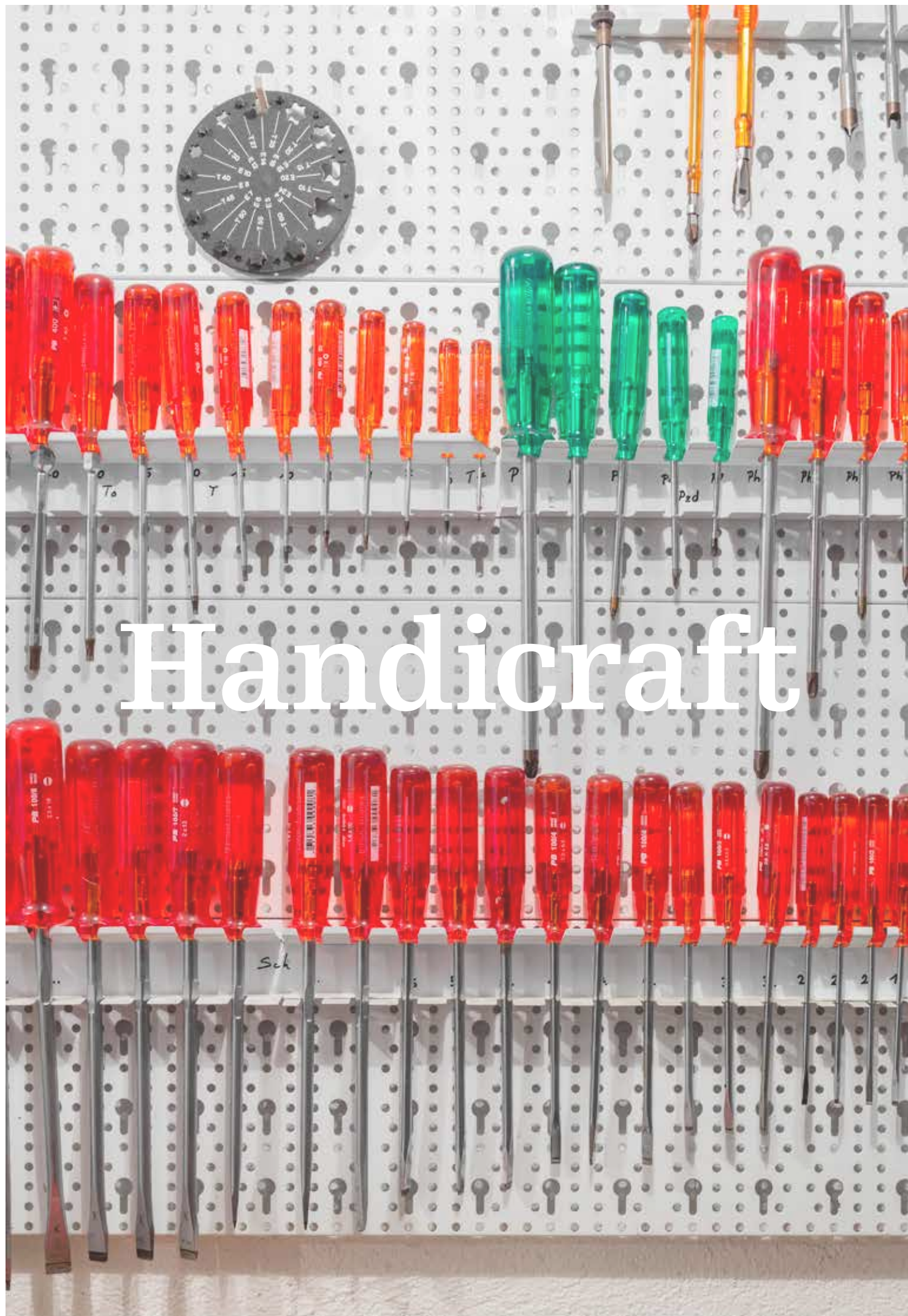
Haldimann is the oldest watch manufacturer of Switzerland led and owned by the name-giving family. Haldimann Horology pursuits long-term ideals. Their independence and autonomy serve as key prerequisites. Unhindered creativity as well as the highest quality standards and complete in-house production have been the characteristics of each Haldimann watch and movement over centuries.





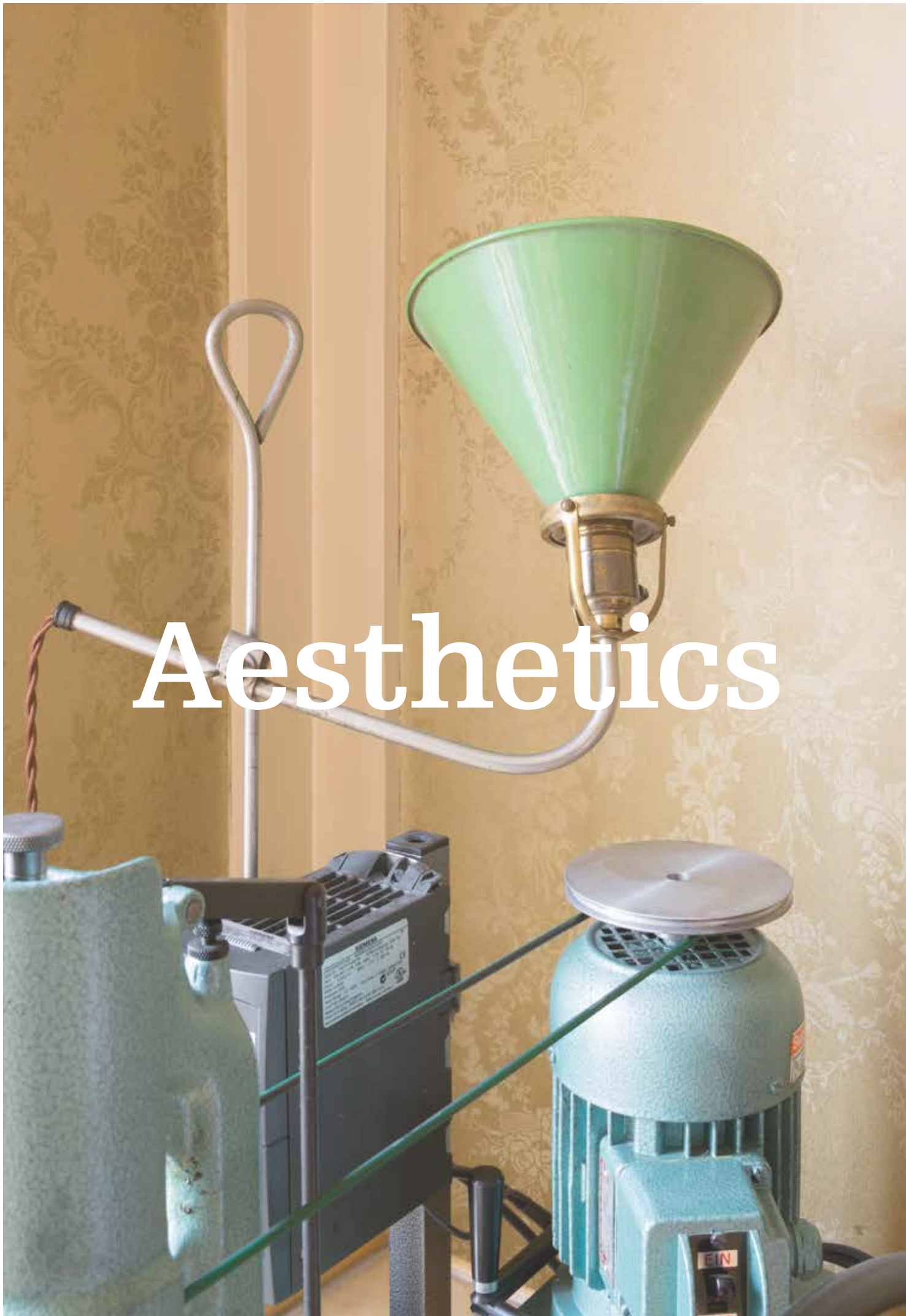
Handicraft in the true sense of the word turns each watch into a living combination of tiny unique parts. The long manufacturing time puts the watchmaker into a close relationship with “his” watch, which he brings to life and passes to the owner. The relationship with the movement is at the core of our work. The required means remain in the background, yet in their essence they are close to the work. It is this particular approach that makes each of Haldimann Horology’s creations unique.





We aim to explore the limits of what the human hand is capable of achieving. It is only as a manufacturer in the truest sense of the word that we can pursue this aim, with machines and instruments that we operate with our hands. Computerised machines would make it impossible to reach this goal. The warmth of the watchmaker's hand blends with his delicate movements to achieve his impressive performance. From the raw material up until the first sound of the melody. This essence is later attached to the wrist of the future owner. From there it enters his perception and is transferred to him.





Mechanical perfection demands formal quality that conveys over time the exceptional sophistication of the creation without distractions and unnecessary effects. The aim lies in the emanation of unmatched beauty that withstands long and challenging gazes. Our works a pure, harmonious, timeless and endowed with an elegant character – as well as irresistible once you are familiar with them.





# Essence

It is essential that our works live. Oftentimes owners of our watches tell us that they forget time while pondering their watch. Indeed it is not so much the indication of time as such to which the Haldimann watches are committed but the passage of time. Our watches sing, speak and dance. Their melody and language are created by the interplay of a multitude of unique parts. In fact, the melody and the language are the result of the movement's vibrancy as well as the overall appearance of the object. The interaction with the wearer and his vicinity creates resonance that can be perceived as an expression of the "warmth" of the movement as well as for its decelerating power, its aura of placidity – comparable to a good old friend, comparable to the essence of life.





# Mastership

For centuries it has been the ambition of Haldimann to develop and produce the best mechanical timepieces of the world. Alongside the common concerns around movements, technical concepts, precision, functioning, materialisation and configuration, the manufacture's owner Beat Haldimann stands for mastership by focussing, too, on the layout of the production facilities, which need to be in line with his aim for mastership in each work. Several patents and awards have rewarded Haldimann for his achievements and aims. Special mention must be made for the "Nobel Prize of watchmaking", the Prix Gaïa for Beat Haldimann's lifetime achievement.





It goes without saying that Haldimann watches are made of the most precious materials. Still, their appearance is unostentatious. The true value lies in their rarity as well as in their intrinsic creativity. The abiding manufacturing over months, taking place almost entirely in-house, leads to a natural selection on the way and hence to a limitation of the pieces for generations. There can be and will be only a few of them. The value created with the making of a Haldimann object therefore lies in the value of the work that went into it – not in the marketing. This value is timeless.



The image is a composite. The top half shows a close-up of a watch movement, with several white, cylindrical components and a thin metal pin visible. The bottom half shows a row of grey metal safes. The safes have a diamond-shaped ventilation grille on the door and a small white label with the letters 'M. B.' and a small circular logo. The word 'Service' is written in a large, white, serif font across the middle of the image, overlapping the watch movement and the safes.

# Service

The life of a Haldimann object and timepiece outlasts countless generations – for 350 years to date. The congenial masterstroke hidden in each movement lies in its radically simple construction. It is this quality that turns the servicing of a Haldimann watch into a treat, during which the watch is immersed again into our set of values. At the first handover the watchmaker lies the responsibility in the hands of the owner to ensure the regular servicing of his watch with Haldimann Horology. Likewise the enjoyment can be guaranteed for generations to come. The Haldimann service is offered worldwide and executed exclusively at the manufacture. The service is available life-long for all Haldimann timepieces since 1642 and takes a month to complete.



A photograph of a room, likely a library or study. In the background, a large wooden cabinet with glass doors is filled with books and binders. A modern, multi-tiered pendant light hangs from the ceiling. In the foreground, a foosball table is visible, with red and blue player figures on the green field. The word "Motivation" is overlaid in large, white, serif font across the center of the image.

# Motivation

Tradition has presented us with something special which we treasure and nurture, a gift of history reaching back to 1642. Haldimann has kept discovering and developing this unique heritage, which brings us in connection with Abraham Louis Breguet, Antide Janvier and John Harrison. It is this legacy blending experience, ingenuity and passion that drives us: Time without end. Thousands of works in the Haldimann library give proof of it. This cultural space serves the tradition and preparation of more than 800 years of watchmaking. For this reason, it is also accessible for researchers and all those with whom we share our passion.





# Emotion

Haldimann watches shall enhance, inspire, enrich and anchor the beautiful emotions of their owners. Wearers of Haldimann watches talk about little stories of shared passion, of their love for humans and their watches, they talk about the magic tickle on their skin or in their memory triggered by a glance on the moving sculpture. For many of our clients our watches are “art on the wrist”.





# Heritage

The owner of a Haldimann watch becomes a custodian of the artistic and scientific tradition of the “Antikythera”. Originating a hundred years before our era, this tradition created a world of the manufacture that passed ideals, insights and skills on to a family. A Haldimann watch makes this tradition tangible and at the same time makes the owner aware of his own tradition. The watch thus conveys related values through its presence: the mechanical manual winding is the first contact of a young person with our tradition. With the first movement on the winding crown the tradition is being continued and the heritage kept alive.



