

ORIS
Swiss Made Watches
Since  1904

GLOBAL CITIZEN





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A NEW JOURNEY



THE THIRD CHAPTER OF ORIS'S REVIVED
IN-HOUSE MOVEMENT PROGRAMME BRINGS US
THE GLOBETROTTING ARTELIER CALIBRE 112



ARTELIER CALIBRE 112

ESSENTIAL TRAVEL KIT

Oris introduces the innovative Calibre 112, an industrially produced complication designed and made for the modern traveller

Oris has a rich tradition of innovation.

Since it became independent over 30 years ago, it has pioneered numerous modules that deliver useful complications (such as calendars, alarms and world timers) and before that, it developed as many as 279 in-house movements. Today, the company only makes mechanical watches, and the trio of in-house calibres added since its 110th anniversary in 2014 invigorate that rich heritage.

The latest expression of Oris's newfound industrial approach is Calibre 112, a watch named after the new Oris movement it is powered by, featuring an ingenious second time-zone display. Adapted from 2014's Calibre 110, which was the first new movement developed by Oris in 35 years, Calibre 112 is the next chapter in this incredible story, joining last year's Calibre 111 date iteration to form a formidable trio of innovation.

Oris has successfully industrialised the production of this uniquely complicated calibre, using techniques that open it up to people who value innovative, high-quality mechanical watchmaking.

Like its forebear, the new calibre features a 10-day power reserve and a non-linear power reserve indicator, with date function. Only now, with the addition of a second time-zone function, plus day-night indication, the watch is fit for the most restless globetrotter. Calibre 112 is a symbol of Oris's story, of its belief in making 'real watches for real people'.

READY FOR TAKE-OFF
Oris Artelier Calibre 112 is a hand-wound calibre that features a 10-day power reserve, a patented non-linear power reserve indicator, a date function, and a second time zone with day/night indication

1904 – 1949

A TRADITION IS BORN

When two watchmakers founded their company in the Swiss town of Hölstein, they started a tradition of high-quality industrial watchmaking that would influence many generations to come

Oris's story began in 1904 when pioneering watchmakers Paul Cattin and Georges Christian arrived in Hölstein, in the foothills of Switzerland's Jura Mountains, to start their watchmaking business.

Cattin and Christian had a vision – they wanted to make high-quality mechanical watches using efficient industrial methods, and they quickly set about building a skilled workforce and state-of-the-art factories that would enable them to deliver it.

In 1910, Oris was the region's largest employer with more than 300 workers, and built accommodation in the area to house them. By 1925 it had factories on six sites, including a highly sophisticated electroplating facility equipped with advanced technology that cemented Oris's reputation as one of the world's most avant-garde watch manufacturers. A dial factory in Bienne would follow in 1936, and by the time the Second World War began Oris was running at maximum efficiency and self-sufficiency.

However, as was the case with many companies, the war took its toll on Oris. Its distribution network beyond Switzerland was reduced significantly, so the company started manufacturing alarm clocks to keep the business alive. Many people of that generation still associate the Oris name with those clocks, such as the quality of the product.

With the war over, Oris was able to start building for a brighter future. By the end of the 1940s, the company was in rude health and about to enter a golden period in its history ...



IN THE BEGINNING

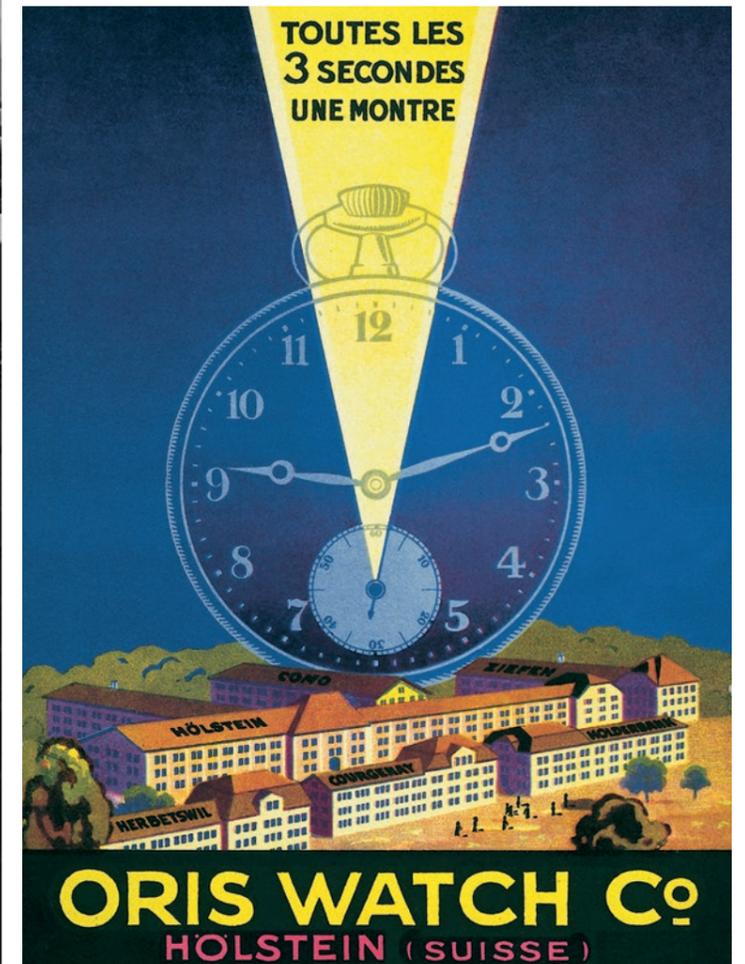
Oris is founded by Paul Cattin (right) and Georges Christian in the Swiss town of Hölstein. They buy the recently closed Lohner & Co watch factory, and on June 1 the two men enter into a contract with the local mayor. They name their new watch company Oris, after a nearby brook

PRODUCTION LINE

The Malleray factory in 1945 – one of the many facilities Oris opened to cope with its significant growth in the early 20th century

GROWING CONCERN

By the mid-1920s, Oris is producing timepieces under a number of brand names. The watches feature Roskopf and cylinder movements. This advert from 1926 shows its six factories under the strapline 'Every 3 Seconds A Watch'



LEFT:

AN ORIS ICON

The Oris Pointer Calendar first appeared in 1938. In time, it would become the company's signature watch design





THE ORIS FACTORY AT HÖLSTEIN IN 1958
The original 1904 building is constantly expanded to accommodate increases in production



PRODUCTION VALUES
In the 1950s, 1960s and early 1970s, Oris developed tools and machinery to produce its in-house movements. This 1970 transfer machine (far left) improved the efficiency of movement plate manufacturing

1950 – 1982

INDUSTRIAL REVOLUTION

After the Second World War, Oris entered a golden period. It developed industrial production methods to produce high-quality mechanical watches, while keeping costs low. And then came the Quartz Crisis

By the mid-1950s, Oris was one of the most advanced manufacturers in the Swiss watch industry. Apart from hands, hairsprings and jewels, the company produced every watch component in-house.

Leading the company at the time was Oscar Herzog, an industrialist who pushed Oris forward by continuously enlarging its factories in Hölstein and beyond. The company began developing its own machines as it strived to streamline the watchmaking process and make it more efficient. At its peak, the development and engineering department had more than 80 employees, and produced machines such as the transfer machine, which was used for manufacturing mainplates.

Herzog's industrial revolution meant Oris was able to introduce movement after movement, to the point where the company was the region's largest employer

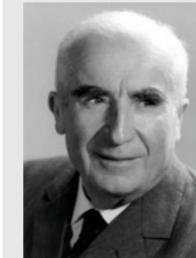
and one of Switzerland's biggest watch manufacturers. Oris even ran an apprenticeship scheme, training engineers and watchmakers, with as many as 40 trainees coming through the programme every year.

By 1970, Oris employed over 800 people and produced 1.2 million units a year, making it one of the 10 largest watch companies in the world. The future looked bright.

But then came the Quartz Crisis. During the 1970s and early 1980s, demand for Swiss watches declined as cheap quartz alternatives flooded the market. Around 900 Swiss watch companies went bust, and Oris was on its knees. Believing in the value of mechanical watches and the skills of Oris watchmakers, Dr Portmann and Ulrich W. Herzog, then General Manager and Head of Marketing, bought the company in 1982. Together, they rebuilt Oris, and revived its industrial approach to mechanical watchmaking.

OSCAR HERZOG

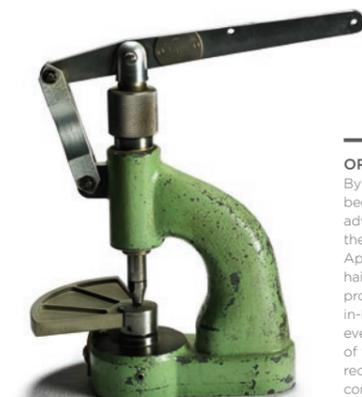
The man who inspired Oris's industrial revolution



In 1928, Oscar Herzog became Oris General Manager, a position he would hold for an astonishing 52 years. Herzog, who was also the brother-in-law of company founder Georges Christian, had a vision of industrialising Oris. He invested in state-of-the-art manufacturing equipment

and training, and by the 1950s Oris was one of the Swiss watch industry's most advanced manufacturers. Apart from hands, hairsprings and jewels, it produced every component in-house. The company's subsidiaries even produced the tools used in the manufacturing process.

But in the early 1970s, Oris had to make dramatic cutbacks because of pressures created by the Quartz Crisis, and in 1979 it introduced its last in-house calibre. Despite that, Herzog's approach continued to influence the company. Since its 110th anniversary in 2014, Oris has revived the industrial approach to making its own movements.



ORIS TOOLING

By the mid-1950s, Oris has become one of the most advanced manufacturers in the Swiss watch industry. Apart from watch hands, hairsprings and jewels, it produces every component in-house. Oris subsidiaries even manufacture many of the watchmaking tools required to make the company's watches



HANDS AT WORK
Oris's revived industrial approach to making its own movements has re-introduced cutting-edge machinery to the process, but the watches must still be hand-assembled by skilled watchmakers

1982 – 2016

INTO THE FUTURE

Under new management, Oris embarked on a mission to introduce innovative, useful functions into mechanical watchmaking

After Dr Rolf Portmann and Ulrich W. Herzog led the management buyout in 1982, Oris took the brave decision to phase out quartz watches and focus entirely on mechanicals. Without the means to create new movements from scratch, it turned instead to developing modules that would allow it to introduce practical complications for its customers.

Oris would become known for its innovative approach to watchmaking and its range of useful complications and functions. Despite the company's mechanical advances, it would maintain its industrial philosophy, keeping quality high and prices accessible.

In 1990, Oris coined the term High-Mech to help communicate its passion for quality mechanical watches. It followed this up in 2002 with its signature Red Rotor, a registered trademark and symbol that Oris only produces Swiss Made mechanical watches.



FUNCTIONAL INNOVATIONS



1988 ALARM
Following the management buyout in 1982, Oris decides to make only mechanical watches. In 1988 it launches the Alarm Wristwatch. With its timeless design and mechanical alarm, it revives the heritage of Oris's alarm clocks from the 1940s.



1997 WORLDTIMER
The Worldtimer becomes a world first in that it allows adjustment of local time forwards or backwards in one-hour jumps, using the plus and minus pushbuttons on the side of the case.



2013 DEPTH GAUGE
Oris's patented Aquis Depth Gauge solves the challenge of getting a depth gauge into a mechanical watch. It allows water into a channel via a small hole at 12 o'clock - water enters under pressure, creating a watermark that corresponds to a depth gauge.



2014 ALTIMETER
Oris marks a milestone in watchmaking with the Big Crown ProPilot Altimeter, the world's first automatic watch with a mechanical altimeter. It can measure changes in atmospheric pressure and calculate altitude above sea level.



2016 CARBON FIBRE
A new carbon-fibre timepiece is made using an Oris-patented manufacturing technique never before seen in watchmaking. Each case is handmade in Switzerland with up to 35 layers of woven carbon fibre reinforced polymer.

BEHIND CLOSED DOORS

TAKING BACK WATCHMAKING

Oris's proud in-house watchmaking tradition was dealt a significant blow by the Quartz Crisis of the 1970s. But in 2014 the green shoots of revival began to break through. The arrival of Artelier Calibre 111 and this year's Artelier Calibre 112 marks the next phase of Oris's watchmaking return

Artelier Calibre 112 is a big moment in Oris history.

It's the second proprietary, industrialised calibre the independent Swiss watch company has introduced since the 1970s, and revives a tradition begun by Oris's founders in the early 20th century. Oris isn't making the parts, but Calibre 112 is developed in-house, and the manufacturing process is entirely controlled and overseen by Oris people.

'While we don't yet have the manufacturing facilities in-house, we are controlling every step of the watchmaking process, working with Switzerland's best independent watch component manufacturers,' says Oris Executive Chairman, Ulrich W. Herzog. 'Over the last two years we have invested heavily in know-how, in people and in infrastructure, so that now we pull the strings. Calibre 112 moves Oris one step closer to the process of manufacturing. We are doing more and more of the production ourselves - we're taking back watchmaking.'

As throughout its history, the secret to making Oris's high-quality but reasonably priced watches is in bringing together man and machine during production. To meet demand while maintaining the high standard of quality the brand has built its reputation on, Oris turns to Switzerland's finest component manufacturers, where bridges, wheels and other parts are machined to tolerances of thousandths of a millimetre. Every step is closely monitored, with quality-control inspections along the way.

Of course, some processes have to be undertaken by hand because of their delicacy, as with hairspring assembly, or because of the creative interpretation required with finishing techniques.

Artelier Calibre 112 will go down in Oris history. It's industrially produced according to the highest standards, and ensures that Oris's proud watchmaking tradition continues.



KING OF THE VALLEY

The quiet town of Hölstein seems an unlikely place to find one of the world's most innovative watch brands, but Oris has called it home for over a century

BUILDING BRIDGES

Calibre 112's barrel bridges are milled into a plate, two at a time to maximise efficiency. A machine then mills holes into the bridges before its edges are bevelled at a 45-degree angle and polished with a diamond tool



LINE UP

Every step is closely monitored, with quality-control inspections throughout the whole production process in Hölstein

**BELOW:
BALANCING ACT**

A skilled watchmaker performs the delicate task of placing the balance wheel with a hairspring



PERFECT FORM

Calibre 112's balance wheels are machined rather than stamped, a more laborious process that guarantees the high standard of quality Oris's in-house movements were always known for

WORLD TRAVELLER

The watch's second time zone appears in a subdial at 12 o'clock and shows the time in full, with dedicated hour and minute hands, while the day/night indication is shown by two apertures in the dial.

ONE BARREL, 10 DAYS

Calibre 112 uses a single-barrel concept. Power is stored in a mainspring that measures 1.8 metres when stretched out. The calibre has been engineered so the power is released evenly over the 10-day period.

CASE STUDY

The new Oris Calibre 112 collection comes in a choice of two case materials: solid 18-carat rose gold and stainless steel. The 43 mm, multi-piece construction case is water-resistant to 3 bar/30 m.

NON-LINEAR POWER RESERVE INDICATOR

The display at 3 o'clock on the dial indicates the amount of power remaining in the barrel from 10 days down to zero. At the top of the scale, the notches representing the days are close together, and further apart at the bottom. As the power is released the hand moves clockwise around the scale, slowly at first, and then more quickly as the notches become more spread out. This gives the wearer a far clearer



indication of how much power is left in the watch as the moment to wind it approaches. Oris has patented this development.

IN DETAIL

The Oris Calibre 112 watch is equipped with a sapphire crystal glass covering the dial, a choice of three dials with applied indices and numerals, a sapphire crystal case back, a Louisiana croco leather strap, and is delivered in a luxurious wooden box.

DATE CHANGE

Calibre 112 differs from Calibre 110 in that it has a date window, a useful addition to the watch's roster of functions.



CALIBRE 112

ART AND INDUSTRY

Last year's Calibre 111 successfully industrialised the innovative technology pioneered by Calibre 110, once again reintroducing proprietary mechanics to Oris's core collection. In 2016, Oris unveils its successor, Calibre 112, the next chapter in its revived in-house movement programme.

Anniversaries come and go in the luxury watch

industry – but some are more memorable than others. Oris's 110th anniversary was particularly significant as it marked the return of movement making to a company that had been one of the industry's most prolific manufacturers. Between 1904 and 1981, Oris made 279 in-house calibres at a rate of almost four a year. But because of the effects of the Quartz Crisis, it would be over 30 years before a great industrial watchmaking tradition was reborn.

The revival began in 2014 with Oris Calibre 110, an in-house, hand-wound movement with a single-barrel 10-day power reserve and a non-linear power reserve indicator; a combination of complications not seen in watchmaking before. It appeared in a handsome watch with a dial of rare restraint and balance, and only 220 were made.

But the technology in Calibre 110 was too good not to be revived in a core collection piece. In 2015, Oris introduced Calibre 111, now endowed with a date function at 9 o'clock. This year, we see the introduction of its natural successor, Calibre 112. In keeping with Oris's skill for useful, modular functions, the watch now boasts a second time zone at 12 o'clock, paired with a day/night (sun/moon) indicator – perfect for global travellers wishing to keep tabs on the time back home.

Calibre 112 harnesses the seven years of development that went into Calibres 110 and 111, and has the same combination of industrial and hand finishes. The bridges have hand-polished and bevelled edges, while the surfaces are untouched, giving them a deliberately utilitarian look. This helps keep costs down and is in line with Oris's 'real' watches philosophy. It is a landmark addition to Oris's burgeoning pantheon of in-house calibres, and a highly attractive one to boot.

ARTELIER CALIBRE 112

MOVING UP A GEAR

Classical, artful and yet industrial – the Oris Artelier Calibre 112 collection moves things on significantly from Calibre 111 with an innovative new second time zone function

Behind the romantic, traditional picture of the luxury Swiss mechanical watch industry – in which master craftsmen slave away in remote Alpine ateliers – there's no escaping the fact that 21st century watchmaking is reliant on industrial processes. Without sophisticated machines, traditional Swiss watch brands such as Oris would not be able to manufacture pieces to the microscopic tolerances today's watch consumer demands.

Oris is a long-time believer in harnessing the potential in industrial techniques to make high-quality, accurate, reliable, and beautifully finished watches. That was the vision of the company's founders Paul Cattin and Georges Christian in 1904, and Oris still lives by it today.

The Calibre 112 collection of watches is the latest expression of this philosophy. Inside each of the three models – two in steel and one in steel and 18-carat rose-gold – is the new in-house developed Oris Calibre 112 movement. It's based on the pioneering Calibre 110, made for the company's 110th anniversary and last year's successfully industrialised Calibre 111. The new movement features a 10-day power reserve, a non-linear power reserve indicator, a date function and a second time zone with day/night indication – a unique combination of complications that symbolises Oris's innovative approach to watchmaking.

Calibre 112 is one of the most ground-breaking designs in Oris history, and marks the next step in the incredible story of the company's return to movement manufacturing.



ORIS ARTELIER
CALIBRE 112

Hand-wound 3 Hz, 21,600 vph, single-barrel, 10-day power reserve, patented non-linear power reserve indicator, date function, and second time zone with day/night indication



ORIS ARTELIER
CALIBRE 112 STEEL

The new Oris Artelier Calibre 112 in stainless steel is available with a handsome blue-grey dial with the option of a brown Louisiana croco leather strap or steel bracelet



ORIS ARTELIER
CALIBRE 112 STEEL

The Oris Artelier Calibre 112 in stainless steel is also available with a bright opaline silver dial with the option of a grey Louisiana croco leather strap or steel bracelet



ORIS ARTELIER
CALIBRE 112 BICOLOR

The new Oris Artelier Calibre 112 is also available with a 18-carat rose-gold bezel and an opaline silver dial with the option of a dark brown Louisiana croco leather strap



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ORIS ARTELIER CALIBRE 112

10-DAY POWER RESERVE WITH DATE,
A NON-LINEAR POWER RESERVE INDICATOR
AND A SECOND TIME ZONE WITH
DAY/NIGHT INDICATION

real watches **for** real people



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