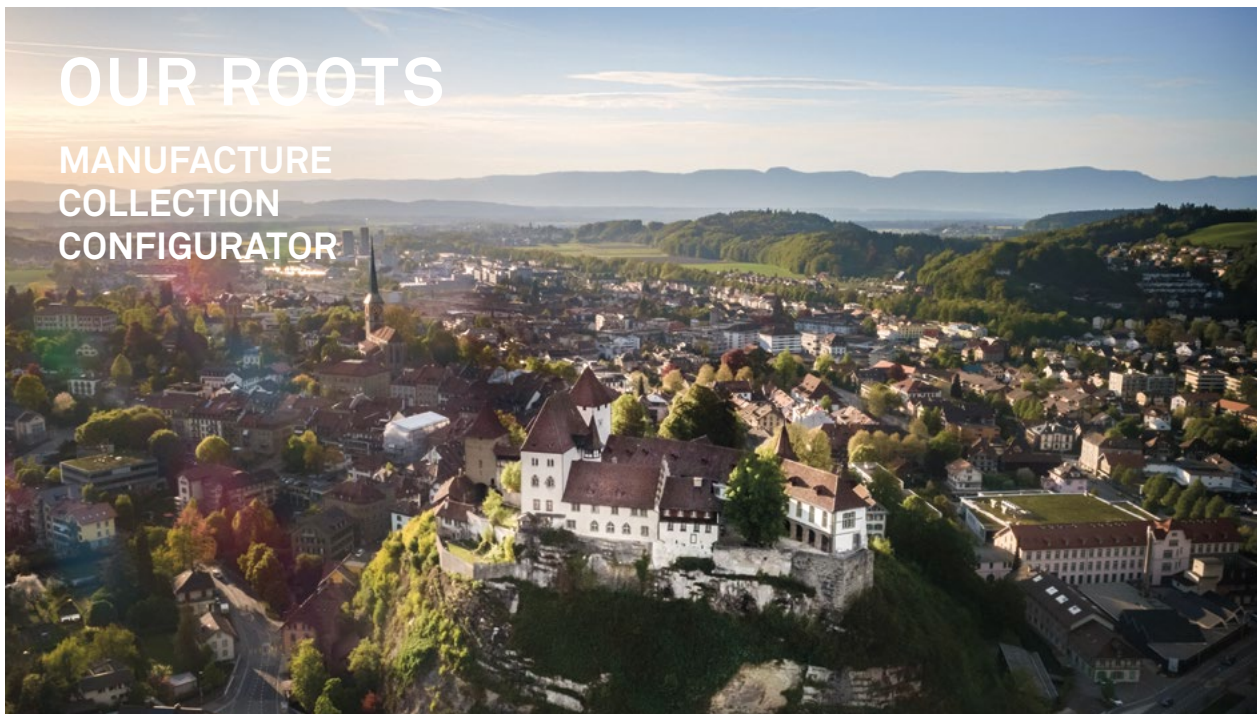


ARMIN STROM

MAGAZINE

OUR ROOTS

MANUFACTURE
COLLECTION
CONFIGURATOR



«Armin Strom
upholds the superb
hand craftsmanship
and tradition of
Swiss watchmaking
while pursuing
technical innovation.»

Introduction by Fondation de la Haute Horlogerie
www.fhh.com

Welcome to our Watch Manufacture

WELCOME

GRÜESSECH*

We are Serge and Claude, the two guys behind Armin Strom. We are delighted to give you a short tour around our small, independent watch manufacture. You will find out where our passion comes from and why we love to create innovative timepieces for you.



*Swissgerman (Bernese dialect) for Hello.

Serge Michel, Founder and Claude Greisler, Co-Founder

An aerial photograph of Burgdorf, Switzerland, taken during the golden hour. The town is densely packed with buildings, and the central feature is the Burgdorf Castle, a large white stone structure with multiple towers, perched on a prominent rock formation in the middle of the valley. The surrounding landscape is lush with green trees and rolling hills, with distant mountains visible under a clear sky. The text 'From our hometown Burgdorf to the Watch-City Biel/Bienne' is overlaid on the left side of the image in a white, serif font.

From our hometown Burgdorf to the Watch-City Biel/Bienne

Burgdorf carries the name of the castle which used to guard the entrance to the Emmental; the valley which is famous for its cheese. The impressive castle sits on top of a huge rock in the middle of the valley and is visible from every corner of the town.

MEMORIES OF SERGE

“Claude Greisler and I grew up in a small town called Burgdorf. When we were kids our local watchmaker, Mr. Armin Strom, was a well-known and respected personality and a person of interest for us. Whenever we had the chance we tried to get a glimpse of what was happening in his small workshop. Rumor had it that Mr. Strom regularly traveled to foreign countries to deliver his artfully hand-skeletonized watches to his selected customers. The life he lived sounded very exciting to us. And as a holder of a Guinness World Record he definitely had to be a celebrity! What I did not know then was that my passion and fascination for watches had already begun.

“I started my first watch collection with iconic Swatch watches. At the age of 10 I was a proud member of their Swatch collectors club and fascinated by their designs and the innovative marketing. Some years later, my fascination expanded to mechanical watches and their different complications, which I enjoy and collect to this day.”

Biel/Bienne – a bilingual city with a population of 50,000 people – is the home of 215 companies working in the watch industry.



SERGE MICHEL

Founder



Serge Michel is a proud father of two girls. His main passion, besides his family and the Armin Strom brand, is travelling and wine tasting. He visits – together with his best friends – at least one winery per year, to learn about the specifics of wine making. Fine dining with a glass of wine together with his family and friends is his way to relax and to enjoy life.

Serge's preferred wines come from the Ribera del Duero region in the north of Spain. His personal favorite is the Valbuena 5, from Bodegas Vega Sicillia.

Follow Serge on Instagram: [serge_a_michel](#)

“While I studied marketing, my childhood friend Claude Greisler followed in the footsteps of Armin Strom and made himself a name as a gifted watchmaker. Claude had learned his craft of watchmaking and designing from scratch with some of the most prestigious and innovative watchmaking companies. We had remained friends, but did not yet know that we would be reunited as business partners in our first love – the brand of Armin Strom...

“When Mr. Armin Strom was looking for a successor, he contacted my family. At this moment, I realized that this was the chance to make my childhood dream come true and partner with Claude, who shared the same memories of Armin Strom.

“While we learned from the expertise of our mentor, Claude and I created the vision to expand the business from a specialist in skeletonization to a fully vertically-integrated watch manufacture producing our own movements. We figured that the ideal place would be the nearby town Biel/Bienne, where we were surrounded by some of the most famous watchmaking companies, which gave us access to know-how and highly skilled and trained professionals. Our vision to create our own, independent, small, yet fine watch manufacture had come true and showed it's fruits with the presentation of the “One Week” collection at Baselworld 2010!” (Serge Michel)

CLAUDE GREISLER

Co-Founder



Everybody who knows Claude is aware that his great passion is watches. He pursued his career with a clear goal of becoming a master watchmaker. He gets his inspiration from nature, when he is exploring the mountains on his backcountry skis together with his wife. As a former competitive windsurfer,

he now enjoys playing with the wind and waves purely for enjoyment. Whenever the wind is good, you may well find him setting up his sails down by the lake.

Follow Claude on Instagram: [claudegreisler](#)

“We simply love to create new, exciting timepieces!

“Together with Serge, we share the vision of creating watches which combine the art of traditional watchmaking with the possibilities of modern production methods. Our goals have always been, and will always be, to build on the heritage of our predecessor – showing the beauty of the movement as a key design element – and at the same time to expand the selection of exclusive, completely in-house manufactured calibers.

“As a passionate watchmaker I am not interested in the status quo. Our goal is to create exceptional timepieces by finding new solutions or ways to improve existing solutions.

“While we produce our favorite models in the categories of the four elements, Fire, Water, Air and Earth, we want our customers to be able to build up their individual watch, fitting their own, personal lifestyle and tastes. At Armin Strom you can configure your watch to your personal taste. And you can actually play around with the many options we have and even order your watch directly from us (and pick it up at your favorite dealer’s shop).

“The admission into the circle of the Fondation de la Haute Horlogerie” (FHH) shows that our efforts and investments in craftsmanship have been recognized by the most prestigious organization for fine watchmaking. (Claude Greisler)

Headquarters of Armin Strom



This is where all the magic happens – from the initial idea to prototyping, production and final assembly of the watch.

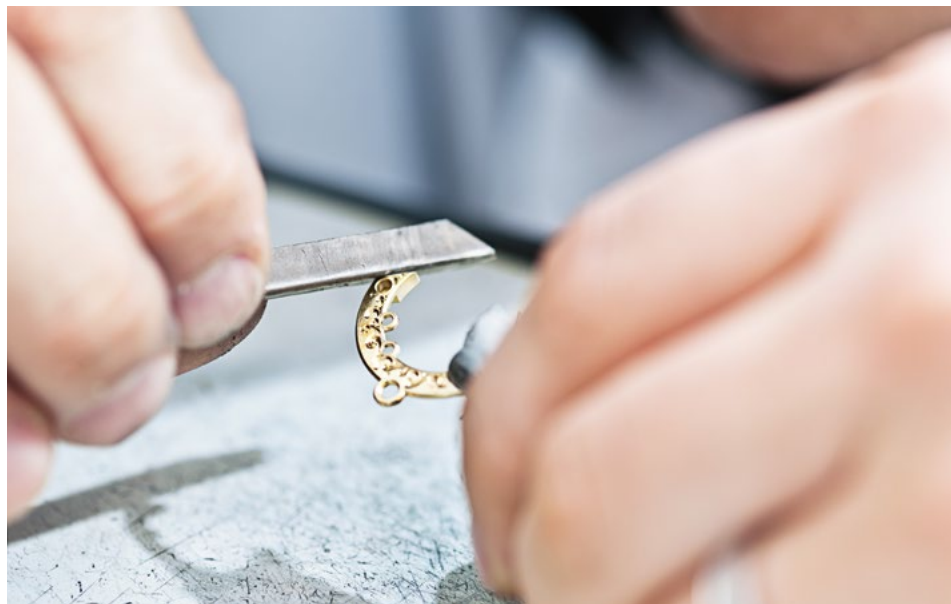
DEVELOPMENT AND PRODUCTION AT ARMIN STROM IS A TEAM EFFORT



Creating a watch movement from scratch is a watchmaker's dream! Armin Strom prides itself on the fact that all their watches are designed and produced in house. The creation of a new watch movement is a process that takes several years and requires a lot of know-how and dedication.



Every single employee at Armin Strom makes a vital contribution to producing the best watch possible. Their commitment allows us to offer our customers the highest level of innovation and the utmost in quality.



“Every single stage in the production of an Armin Strom watch – from the design to the hand finishing – gets the same level of attention.” (Claude Greisler)

From a vision – to a patented world premiere



Two oscillating bodies in close proximity influence each other and eventually synchronize. This physical phenomenon is known as resonance. This synchronized motion was first used in horology by Christian Huygens (1629–1695), the inventor of the pendulum clock. In the 18th Century, Abraham-Louis Breguet demonstrated his mastery of this system with his double pendulum resonance clock. Until today, only a handful of watchmakers have tried and succeeded in mastering this marvel.

After 2 ½ years of research and development, Claude Greisler and his team found and perfected the key to make the two balance wheels in a watch movement synchronize in resonance. It is the resonance clutch spring, which was developed from scratch and has been patented by Armin Strom AG.

In true Armin Strom fashion, the resonance system is displayed on the dial side of the watch, in a fascinating animation. But far more than being a simple visual delight, this system reduces the impact of external influences on the watch movement and thus increases its precision, which is the ultimate goal of every watchmaker.

Our watches
show more than
just the time

COLLECTION

THE ARMIN STROM
COLLECTION





CLAUDE'S FAVORITE:

Mirrored Force Resonance –
a magnificent spectacle!

“The development of the resonance system took the better part of 2 ½ years. Mastering this phenomenon, which was first discovered almost 400 years ago, was a fantastic challenge for me and my team. The true innovation was the development of the clutch spring, which allows the two balance wheels to synchronize. This invention does look great on the dial side of the watch, with the system in full view! Furthermore it counterbalances possible disturbances, such as shocks, and therefore further increases the precision of the movement. In our view it’s a breakthrough in watchmaking technology!

“The two counter-rotating small seconds hands are the visual proof of resonance. Whenever they are restarted, the two oscillators – each driving one of the seconds hands – take about 10 minutes to fully synchronize. It’s a truly magnificent spectacle and it’s hard to take your eyes off it.” (Claude Greisler)



SERGE'S FAVORITE:

Tourbillon Skeleton –
watchmaking artistry close to perfection

“For me this watch summarizes the watchmaking expertise and capabilities of our engineering and development team. They were able to combine our founder’s love for the smallest details with the master artistry of traditional watchmaking.

“The development and design of a tourbillon has always been some very complicated tasks in watchmaking. I am proud of our watch designers, who were able to design, create and manufacture one of the most complex watch movements on the market. This watch opened the doors for Armin Strom as a recognized and highly respected member of the small circle of fine watchmaking brands.” (Serge Michel)

RESONANCE



PURE RESONANCE

FIRE



MIRRORED FORCE
RESONANCE

GUILLOCHÉ DIAL



EDGE
DOUBLE BARREL

EARTH



SKELETON PURE

WATER



TOURBILLON
SKELETON

FIRE

DOUBLE BARREL

SINGLE BARREL



MANUAL
FIRE



GRAVITY
WATER



GRAVITY DATE
AIR

OVERVIEW

| | PURE RESONANCE | MIRRORED FORCE RESONANCE | TOURBILLON SKELETON | SKELETON PURE | EDGE DOUBLE BARREL | GRAVITY DATE | GRAVITY | MANUAL |
|-------------------------|----------------|--------------------------|---------------------|---------------|--------------------|--------------|-------------|------------|
| PRICE (STARTING FROM) | 49'000 CHF | 54'000 CHF | 88'000 CHF | 32'400 CHF | 26'900 CHF | 17'900 CHF | 13'900 CHF | 9'900 CHF |
| CALIBRE | ARF 16 | ARF 15 | ATC11-S | ARM09-S | ARM16 | ADD14 | ARM13 | AMW11 |
| CONFIGURABLE | YES *) | YES | YES | YES | YES | YES | YES | YES |
| WINDING MECHANISM | MANUAL | MANUAL | MANUAL | MANUAL | MANUAL | MICRO ROTOR | MICRO ROTOR | MANUAL |
| RESONANCE SYSTEM | YES | YES | N/A | N/A | N/A | N/A | N/A | N/A |
| TOURBILLON MOVEMENT | N/A | N/A | YES | N/A | N/A | N/A | N/A | N/A |
| NUMBER OF BARRELS | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |
| POWER RESERVE | 48 H | 48 H | 10 DAYS | 8 DAYS | 8 DAYS | 5 DAYS | 5 DAYS | 5 DAYS |
| DATE INDICATION | N/A | N/A | N/A | N/A | N/A | YES | N/A | N/A |
| DAY/NIGHT INDICATION | N/A | N/A | N/A | N/A | N/A | YES | N/A | N/A |
| DIAMETER (MM) | 42.00 | 43.40 | 43.40 | 43.40 | 46.80 | 43.40 | 43.40 | 43.40 |
| HEIGHT (MM) | 12.00 | 13.00 | 13.00 | 13.00 | 13.20 | 13.00 | 13.00 | 13.00 |
| FREQUENCY | 25'200 A/h | 25'200 A/h | 18'000 A/h | 18'000 A/h | 18'000 A/h | 18'000 A/h | 18'000 A/h | 18'000 A/h |
| NUMBER OF JEWELS | 38 | 43 | 24 | 34 | 34 | 30 | 26 | 20 |
| NUMBER OF COMPONENTS | 206 | 226 | 184 | 146 | 194 | 206 | 171 | 112 |
| WATER PROOF UP TO | 50m/164ft | 50m/164ft | 50m/164ft | 50m/164ft | 50m/164ft | 50m/164ft | 50m/164ft | 50m/164ft |
| OPTIONAL GUILLOCHÉ DIAL | N/A | YES | N/A | N/A | N/A | N/A | N/A | N/A |

*) AS OF FALL 2018

Discover the next level of luxury ...

CREATE YOUR OWN ARMIN STROM WATCH

– individualized to your taste and personality

True luxury is the privilege of owning something special and rare. Something that no one else has and that fits your personality. Our configurator allows you to personalize your Armin Strom timepiece, right down to single parts, such as bridges and plates, in a wide variety of colors.

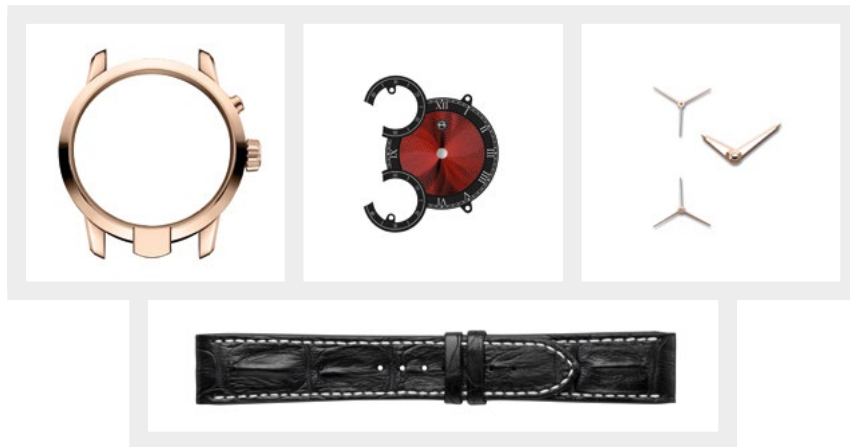
Use your imagination! Choose from a wide variety of options to create your own exclusive wristwatch. One that reflects your personality and your own, personal style.



Try it out: arminstrom.com

SERGE'S CHOICE:

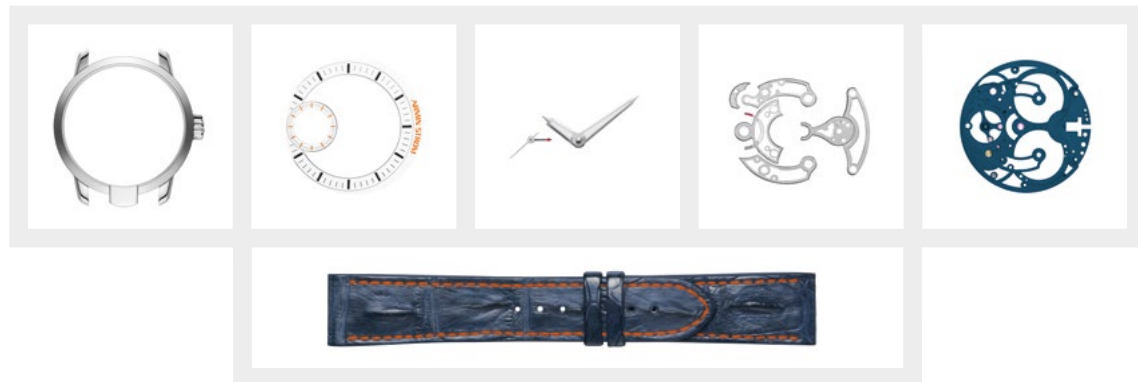
Mirrored Force Resonance, configured



CONFIGURATOR

CLAUDE'S CHOICE:

Skeleton Pure, configured



ARMIN STROM

– key facts

3

3 WATCH
ENGINEERS

11

WATCH
MAKERS

12

IN-HOUSE MOVEMENTS
SINCE 2009

20

PEOPLE
TOTAL

226

PARTS IN
CALIBRE ARF15

400

WATCHES PER
YEAR

FULLY INTEGRATED,
INDEPENDENT
MANUFACTURE

FAMILY
OWNED

THE STORY CONTINUES!

Join our community and stay tuned:



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