

U(h)rkraft

CUSTOMER MAGAZINE OF HABRING UHRENTECHNIK OG

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WE SOW A LOVE
OF DETAIL, DEVOTION
AND RESPONSIBILITY,
FERTILISE WITH PERSONALITY
AND HARVEST HONEST
PRODUCTS OF THE UTMOST
QUALITY, MADE FOR
GENERATIONS
TO COME.



MADE WITH LOVE

MADE WITH LOVE



Dear Reader,

In 2007, the stockbroker and publicist Nassim Nicholas Taleb published his book *The Black Swan*, later published in the German-speaking countries under the title *The Black Swan: The Power of Highly Unlikely Events. Black Swans?* You must be joking! At the beginning of 2020, a tiny quasicreature, visible only under modern electron microscopes, paralysed the global economy, froze our social life, limited our mobility in a way that had not been considered possible until then – and, above all, this small virus dramatically demonstrated to us how fragile and vulnerable our health is.



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Cordial greetings to you all,
Maria Kristina & Richard Habring

QUESTIONS TO RICHARD & MARIA HABRING (HABRING²)

„In challenging times, the resilience is apparent“



Mrs Habring, the year 2020 has been, to put it mildly, very demanding. The first half of the year was marked by the coronavirus pandemic and the extensive lockdown, and the second half of the year is still characterised by the far-reaching consequences of this global crisis. How much has Habring² been affected by this situation?

MARIA HABRING: So far, we have weathered the crisis well and passed the associated stress test, probably much better than some bigger brands. In

such challenging times, resilience shows. Yes, there is also something like resilient businesses, which are usually found in small and medium-sized enterprises.

And how do you achieve such resilience?

MH: By not talking about, but by living and practicing it. We did this long before Covid-19. Now, during the months of the pandemic, we are trying to maintain as much normality as possible. This includes the fact that we

did not terminate or furlough anyone, neither did we cut the working hours. Of course, the appreciation expressed time and again on the part of our customers is also helpful. This shows that our network of relationships with our customers, but also with our business partners, is much closer than that of many large companies. In order to give our suppliers security, for example, we have confirmed all orders from the period before the outbreak of the crisis.

In addition, you have not let the small local suppliers and farmers in the region left in the lurch. How did this work in concrete terms?

MH: During the first lockdown our market was closed, so every Wednesday we arranged for a communal food distribution, offering products from the region. This, too, was an important sign of solidarity for us during a very difficult time.

Mr Habring, how long do you think it will take for the watch industry to recover from the crisis?

RICHARD HABRING: That's a good question. A characteristic of a good questions is usually the fact that they are not easy to answer. I want to try anyway. In general, in recent weeks and months, we have lacked a little debate about how resilient the economy is in general and the watch industry in particular. Unlike many competitors, we don't necessarily see our timepieces as a luxury. Nevertheless, we are already asking whether luxury goods manufacturers, who are known to generate high profits, should not manage such crises on their own. Unfortunately, this is not the first time that profits have been privatised but losses socialised. Exceptions, such as Hermès, fortunately confirm the rule. >

What will the future bring to the watch industry?

RH: We look to the future with a lot of confidence. The watch industry has regularly experienced crises, and if they did not come from outside, then they were caused by the manufacturers themselves, see for example Baselworld. Of course, no one could have foreseen the coronavirus crisis. But it has always been clear that the next crisis would come. It is equally clear that things will get better again. And despite all the negative news in recent months, there are indicators that give hope for a significant recovery as early as next year.

So, it's not too bad for the watch industry?

RH: Of course, Covid-19 will also leave its mark on our industry. That is quite clear. It is to be expected that a market adjustment will take place, which is perhaps necessary. We hope, however, that the many small specialists in the background of the watch industry will not get under the wheels. The verticalisation and concentration of recent years have made our industry more vulnerable.

You have already mentioned Baselworld. The world's largest watch fair was initially cancelled this year due to the coronavirus pandemic. In the spring, leading watch manufacturers announced their withdrawal from Baselworld 2021. Thereafter, Baselworld was off the schedule. What do you think of that?

RH: We had registered for 2020 for the first time in a few years. In fact, we liked the new opening of the fair to small brands. From an Austrian point of view, the tug-of-all around Baselworld reminds us of the Viennatime



RH: We have the capacity to produce up to 200 watches per year, with certain parts being supplied by specialised partners who produce them exactly according to our designs. These are mainly smaller family-owned companies in Austria, Germany and Switzerland. We pay close attention to the design, the finish and the assembly, in short: the entire quality chain. All watches pass through our hands.

How would you describe your typical customer?

which unfortunately no longer takes place. There, too, the big brands were always dissatisfied with the organisation and exclusivity and so on and demanded change. At some point, the organiser gave in to the threats, but the demands backfired – unfortunately for the foreseeable future. The brands called it quits rather late. Of course, the organiser was also to blame. We assume that the last word on Baselworld has not yet been spoken. Should a „new“ fair come to Geneva, however, the small brands will once again find it harder to get attention next to the brands with budgets of millions.

Let's get back to your watch brand. Habring² meanwhile has passionate customers and friends in many countries around the world. For all readers who know your brand only in a cursory way – how would you describe the philosophy of your watches?

MH: We see Habring² watches as reliable, durable and everyday wearable companions that make people happy. This is a very traditional approach, far from today's artificial marketing bubbles. Tradition is something you have to create yourself. You can't put it on like a suit. ■

How many watches do you produce per year?

The questions were asked by Michael Brückner

THE DEVELOPMENT OF THE „FELIX“ FONT

The Appearance of Classic Decency

It was an encounter with consequences: the young designer Lee met Maria and Richard Habring at the edge of the London Salon QP. The entire „Felix family“ of the Carinthian watch manufacturer benefited from this inspiring encounter, because Lee developed the „Felix“ font. Therefore, one can rightly say: „Felix“ literally has its very own unmistakable signature. In the below post, Lee explains how this happened.



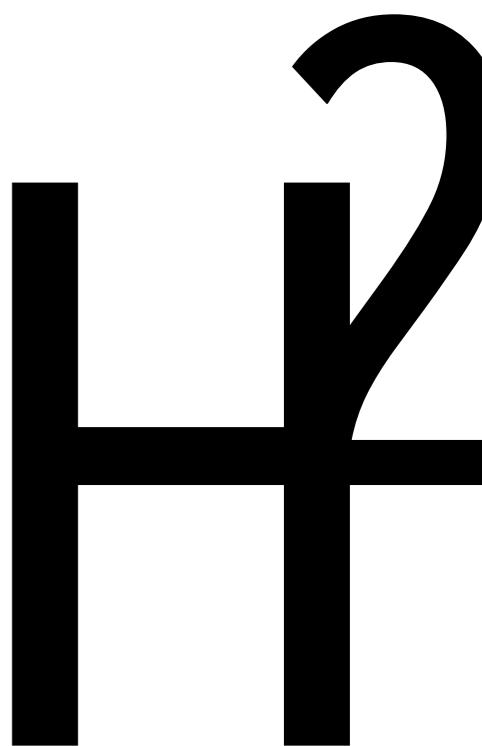
FELIX-FONT FOR HABRING²

When designing the Habring² Perpetual-Doppel, it was quickly clear that the watch had to have its own font. However, this should also be available to its „brothers“. This was the beginning of the development of the font „Felix“.

The process was relatively uncharacteristic. As a rule, one assumes a letter. In the case of „Felix“, however, everything was quite different: alre-

dy at the beginning of its career it proudly and prominently presented the number „12“ on the dial. This „12“ aroused my curiosity. And so, it came to the meeting in London mentioned above.

The requirement was to make the first version appear golden with a black, printed frame. Subsequently, however, this led to a total of three font types: one for the golden font and



two for the frame inside and outside, each covering half of the contours of the golden font. Coverage errors when printing these frames would significantly disrupt the overall picture. That was clear to all involved. I adapted the geometry of the „12“ and constructed the missing numbers with subtle curves and low line contrast, resulting in a monolinear overall image, as it is common in watches and fonts without serifs.

Harmonic typography

Da der Perpetual-Doppel nicht ausschließlich nur die Stunden auf dem Zifferblatt zeigt, ergab sich die Gelegenheit, die Schriftart um verschiedene Stärken und Weiten zu erweitern sowie einen kompletten Buchstabsatz zu kreieren. Dadurch wurde dem gesamten Zifferblatt eine harmonische Typographie gegeben. Ich zeichnete drei weitere Zahlensätze: eine normale Weite, eine schmale und eine extrem schmale, sehr leichte. Der letztgenannte Typ wurde nicht für den Perpetual-Doppel entworfen, er ergänzt vielmehr die erwähnte Ur-„12“ aus der „Felix-Familie“ für den Fall, dass seine Stundenbalken gegen Nummern getauscht werden sollten. Der normale Typ und schmale Typ ermöglichen die Indikation für Datum, Sekundenkala und Schaltjahresan-

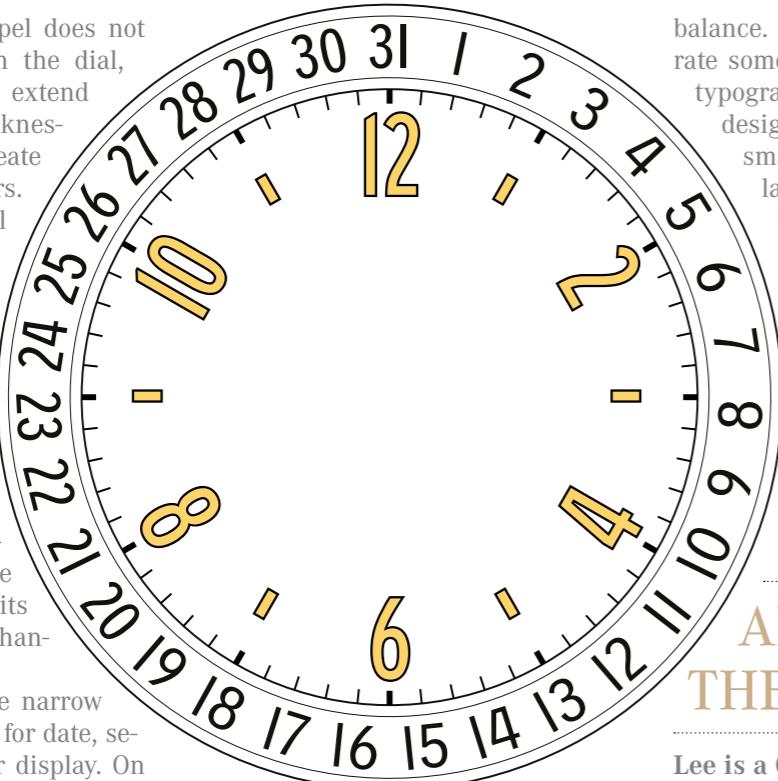
FELIX-FONT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
-0123456789-

Since the Perpetual-Doppel does not only show the hours on the dial, the opportunity arose to extend the font by different thicknesses and widths and to create a complete set of letters. This gave the entire dial a harmonic typography. I drew three other sets of numbers: a normal width, a narrow one and an extremely narrow, very light one. The latter type was not designed for the Perpetual-Doppel, but rather complements the mentioned original „12“ from the „Felix family“ in case its hour bars were to be exchanged for numbers.

The normal type and the narrow type allow the indication for date, second scale and leap year display. On the date displays of classic watches there are often different font widths; Felix itself is equipped to have a classic date tire printed.

The uppercase letters first complete this font family. Since weekday and month names are usually abbreviated with a three-digit letter combination, it was necessary to design the letters to form blocks of approximately the



same length. The font had already been designed relatively narrowly; „M“ and „W“ were narrowed even more without necessarily appearing „squeezed“.

In order to preserve the effect of the previous Habring² typography, I deliberately left the letters neutral with vertical strokes and a uniform vertical

**THE FONT REFLECTS FELIX'S CHARACTER IN A BROADER SENSE:
MINIMALIST THE RADIANCE,
BUT GREAT THE INNER VALUES**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

FELIX-FONT NUMERALS

0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9

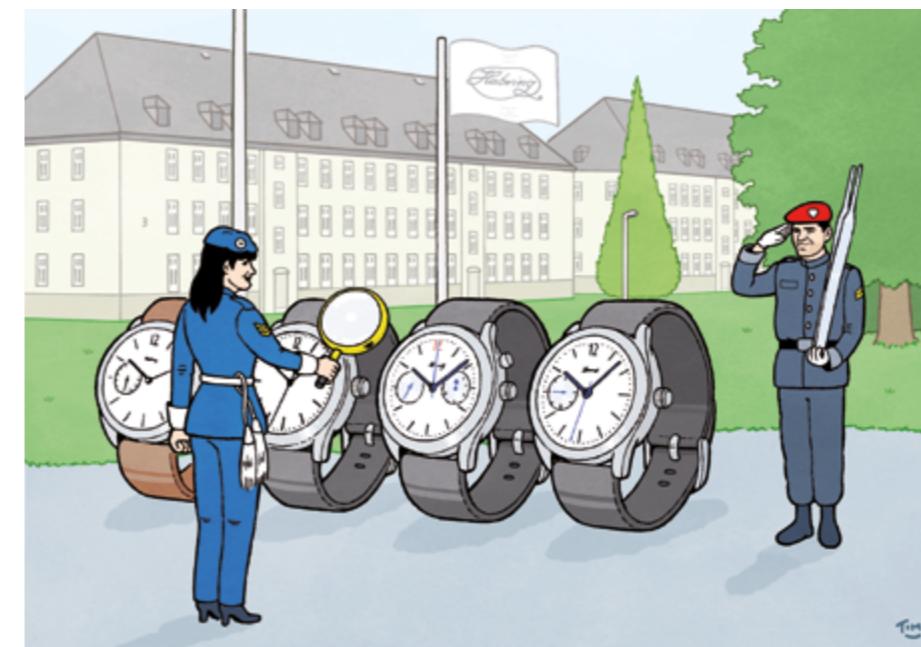
ABOUT THE AUTHOR:

Lee is a Canadian designer who specialises in illustration, font design and industrial design. He holds a master's degree in font design from the University of Reading and a bachelor's degree in interdisciplinary design from NSCAD University. He is also a member of the GPHG Academy which was relaunched in 2020. Since 2014, he has been inspiring the network with the One Hour Watch series, which produces an original watch drawing every day in an hour. Currently there are just over 2000 drawings. Instagram: @onehourwatch. He currently works in London.

balance. I have also tried to incorporate some bonds into the classic dial typography. The characters are also designed to print particularly small on the dial; ink traps and larger openings minimise distortion and maximise readability. While the Felix script retains a minimalist appearance, there is much more to its story than you might think. But this is nothing new with the „Felix“ models: rather minimalist the appearance, but great the creative inner values. ■

FOR LIFELONG JOY

The Habring² Service System *Following the 1-5-0 Principle*



Properly maintained and regularly serviced by an experienced watchmaker, a mechanical watch provides its owner with many decades of unalloyed joy. In most cases, such timepieces also prove to be high-quality memorabilia with useful value for children or grandchildren. Therefore, if you buy such a watch, you invest into a very long-term asset, which usually will last across generations. But as said, a mechanical timepiece only provides long-term pleasure if the service is right.

Habring² has developed the 1-5-0 service system for this purpose. We also call it One-Five-Oh! The principle is simple, memorable and ensures a long life for a Habring² watch. Once a year you usually bring your car for maintenance (at least it is advisable to be on the safe side). A watch should be checked once a year for its water resistance, too, even if you do not have the in-

tention to go diving! During this inspection, the watchmaker confirms the perfect condition of the seals. The proud owner can then be completely reassured: the good piece on the wrist literally holds tight.

Every five years you should have the movement inspected. In particular, the lubrication of the movement parts needs to be checked. After

the professional execution of these works, the ticking masterpiece on its owner's wrist will provide reliable and, above all, exact services in the following years.

Zero problems with spare parts

And now to the 0, or the „OH“. After many years of work, it can happen that a mechanical watch may require a spare part. If the timepiece is no longer the youngest or if the manufacturer has changed its business policy and only supplies certain watchmakers, this can cause an annoying problem. Not so with Habring². We provide every qualified watchmaker with the desired service documents and spare parts in a timely manner. „OH! That was fast,“ some wristwatch fans may joyfully exclaim. Zero problems with spare parts supply.

So that's Habring²'s 1-5-0 principle. Fair enough, some might say. But this will only work if I have a qualified watchmaker I can trust. This is not always the case, in fact. Habring² customers can then either contact our nearest sales partner (addresses at www.habring2.com) or approach us directly. We will recommend our client a qualified specialist to whom you can entrust your Habring² watch with a clear conscience.

And something else is important to us: we aim to build watches for many years to come and delight our customers with them. But at some point, the founders of Habring² will also have to withdraw. Don't worry, a successor generation that can repair Habring² watches and get spare parts is already in place. ■

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

HABRING² FOUDROYANTE FELIX 38.5 MILLIMETRES

Great complication – happy for it to be a number smaller

In a Foudroyante, the „flashing second hand“ becomes a tireless marathon runner.



We have to think long-term. That is certainly true; especially when it comes to taking responsibility for the future through sustainable action. But there is also truth in one of the most well-known quotes of the economist John Maynard Keynes: In the long run we are all

dead. Indeed, we should never forget how valuable the small units of time are. Today. Tomorrow. One day can change everything. Don't the lyrics of the song by Maria Grever come to your mind, too: "What a Diff'rence a Day Made"? Or the Latin words carpe diem – use the day.

Habring² shows the short time units in which so much can change. This is watchmaking reverence. Habring² - Foudroyante Felix also follows the motto Use the day, every second counts. In fact, the second plays a major role in this elaborate complication. Initially, the Foudroyante Felix model was only

available with a case diameter of 42 millimetres. Now the „flashing second“ is also available for narrower wrists. The new Foudroyante Felix model has a case diameter of 38.5 millimetres at a height of 11 millimetres.

But what is actually a Foudroyante? What makes it so special and therefore sought after by watch gourmets? In fact, the Foudroyante is one of the rather exotic complications of mechanical watches. Some also speak of a „flashing second“ as mentioned above. In such a watch, the „flashing second hand“ rotates once per second on a sub-dial around its own axis. It creates a very dynamic impression on the dial of such a timepiece. Incredible, but easy to check with a calculator: the small hand rotates 86,400 times per day (60 seconds x 60 minutes x 24 hours). That translates into nearly 2.6 million revolutions in a 30-day month. This suggests the stresses of the movement. Only the highest quality of workmanship and absolute precision ensure that the watch enthusiast will enjoy this very special timepiece for a long time.

At Habring² we went one step further and combined the „flashing second“ with the „jumping second“ starting out from the middle of the dial. As soon as the small hand has rotated its round, it makes the second hand jump. An impressive choreography, behind which stand a long-standing development work and extensive long-term testing.

It is said that some watch enthusiasts exhibit a paradoxical behaviour: they forget the time, because they are fascinated watching the time pass on the dial. Therefore, beware: *Carpe diem!*



HARD FACTS

MODEL: Habring² A11MF:

CLOCKWORK: HABRING² A11MF:

- Manufactured movement AM11F, manual winding
- Diameter 30 mm, height 6.6 mm
- 28,800 vibrations per hour (4 Hz)
- Display of hours, minutes, patented jumping seconds display and flashing second (Foudroyante) at 9 o'clock
- Tangential screw fine regulation
- Amagnetic inhibition with Carl-Haas balance spiral in chronometer quality
- KIF shock protection according to DIN and NIHS
- 23 Rubies
- Power reserve when fully wound up: approx. 45 hours
- Elaborately finished by hand with polished edges, decorative cuts, perlasses, etc.
- 77 service-relevant individual parts

HOUSING:

- Stainless steel, three-piece, diameter: 38.5 mm, height: 11 mm
- Waterproof equivalent of 30 metres water depth
- Curved sapphire glass at the front, sapphire glass at the back
- Solid, double-sealed stainless-steel crown

DIAL AND HANDS:

- Silver-white, grainy metal dial with black print and a black „12“
- Polished and blued steel hands

A WATCH FOR ALL THOSE WHO
APPRECIATE EVERY SECOND:
THE FOUDROYANTE FELIX

FOR US, THE SUSTAINABILITY REPORT IS CALLED

Honesty Report

Anyone who asks around, follows the media or takes a look at corporate annual reports and image brochures might actually come to the conclusion that the future of our planet does not look all too bad.

Everywhere, sustainable action and sustainable products are advocated. Sustainability is the big issue. Politicians and business owners have made it their goal.

But if you take a closer look, you will quickly see that words are rarely followed by deeds. „Too often, companies adorn themselves with green laurels, but still largely do business-as-usual in everyday life,“ according to an analysis by international consulting firm Deloitte.

When sustainable development was communicated to a wide audience for the first time in connection with the World Expo 2000 in Hanover, this was still considered a topic for idealists. Today, environmental and social sustainability is a question of the survival of mankind. The Sustainable Development Goals adopted by the UN in 2016 left no doubt about this.

And yet, for some companies, regardless of their size, sustainability is something of a green fig leaf. Or else, they may only act selectively sustainably. For example, where it incurs the lowest possible cost. At Habring², on the other hand, we are committed to be holistically sustainable. And that's why we call our sustainability report an honesty report.

Our products – mechanical wristwatches – are sustainable. This is easy to understand to anyone who imagines the mountains of batteries included in quartz watches that have to be disposed of every year. Mechanical

wristwatches, on the other hand, are products for generations, if regularly serviced.

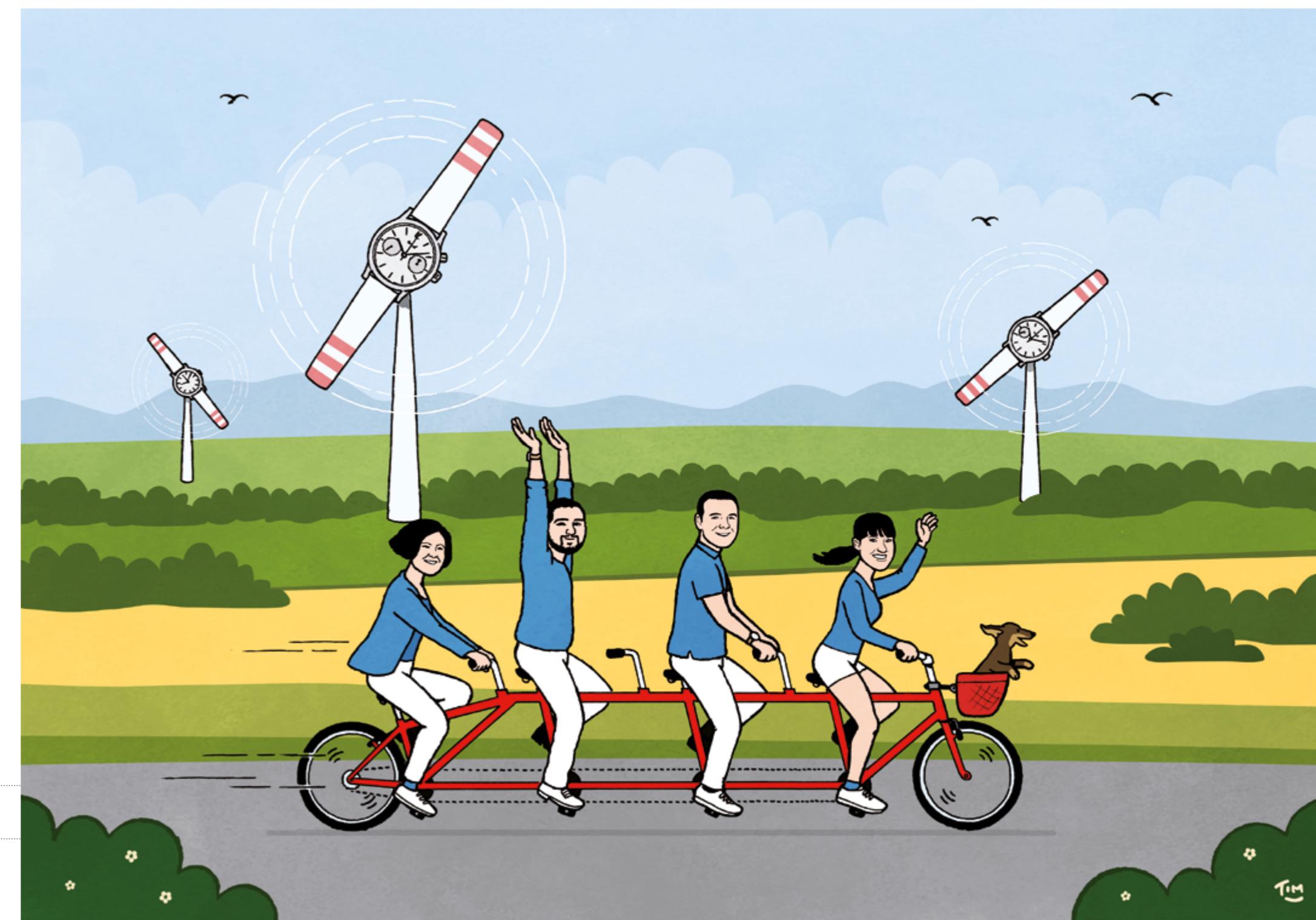
Sustainable products are one thing. Sustainability in everyday business is another. And that is why our honesty report includes four key points:

>> SUSTAINABILITY
MUST BE
BE MORE THAN A
GREEN FIG LEAF <<

HARD FACTS:

1. CLIMATE PROTECTION

- Half of our workforce does not use their own car
- Managing directors/shareholders do not own a private car
- Reduction of the use of fossil-powered cars as far as possible
- Electric cars are not profitable due to the low annual output of the fleet (approx. 8000 km)
- Evaluation and reduction of business trips (flights) and CO2 compensation (destination) of remaining travel activities
- Conventional bicycle fleet at leisure for the workforce



- Management of „urban gardening“ to enable partial food self-sufficiency of employees
- District heating from biomass
- Electric power from hydropower
- Eco-friendly cleaning processes with washing surfactants and alcohol
- Watch boxes made of fast-growing Douglas fir without varnish, manufactured in the vicinity of the company headquarters

- Transport packaging made of cardboard
- Multiple use of packaging material
- Leather watch straps made from food industry by-products or alternatives

2. EQUALITY

- 50 percent proportion of women in management and among the shareholders
- Equal treatment in standard wages

3. CHARITABLE ENGAGEMENT

- „Sponsoring“ exclusively for charitable purposes or those that serve the common good

4. HEALTH AND WELL-BEING

- Appreciative corporate culture, small team with a family character; „One for all, all for one“
- Promoting health with joint activities such as yoga, rowing and hiking
- Last but not least, we also care about a healthy social life and organise joint cooking evenings, for example burger evenings, barbecues or company outings. ■

HABRING² COLLECTION

Made with love!



⌚ CLOCKWORK



FELIX



ERWIN



CHRONO FELIX

⌚ ERWIN Ø 38,5mm



FELIX



FELIX



FELIX

⌚ FELIX Ø 38,5mm

⌚ CHRONO FELIX Ø 38,5mm



FELIX



FELIX



FELIX



FELIX



FELIX



FELIX

⌚ FELIX Ø 38,5mm

⌚ FOUDROYANTE FELIX / FOUDROYANTE FELIX DATE Ø 38,5mm



Ø 42mm

HABRING² COLLECTION

Made with love!



⌚ DOPPEL FELIX / DOPPEL FELIX DATE Ø 42mm



⌚ PERPETUAL DOPPEL Ø 43mm



⌚ DOPPEL FELIX / DOPPEL FELIX DATE Ø 42mm



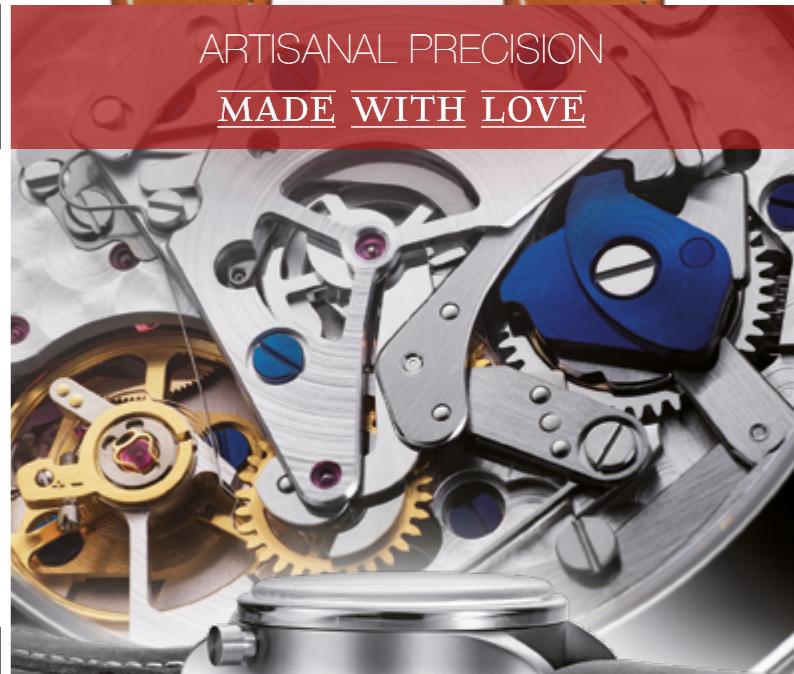
Doppel
Felix dials
are also
for COS Felix
selectable!



⌚ COS FELIX / COS FELIX DATE Ø 42mm



⌚ REPEATER Ø 42mm



ARTISANAL PRECISION

MADE WITH LOVE

Habring

MADE WITH LOVE



HABRING Uhrentchnik OG

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