

## **HIRSCH Portrait**

The link between HIRSCH and leather goes back to the 18<sup>th</sup> century: Johannes Franz Hirsch, born in 1765, was a master leather craftsman in Neunkirchen in Lower Austria. Since that time the Hirsch family has been involved in the processing of leather. The history of HIRSCH is characterised by numerous important innovations, from the invention of the Rembordé technique of seamlessly joining the upper material and the lining, to the development of a method for making leather water resistant, to the only clinically tested system for the prevention of leather allergies in the world. The purpose of all our innovations is to ensure the long life, comfort in wear and aesthetic appearance of the bracelets in all the different situations in which they are worn. HIRSCH's knowledge of and feel for bracelets for watches enables the company to provide full support, as a technical partner, to the development work of the watch making industry and to the specialised watch retail trade. HIRSCH embodies bracelet culture which has been nurtured over the generations and will be carefully passed on to the future.

### **FACTS & FIGURES:**

#### **CEO & President:**

Robert HIRSCH

#### **Employees (Ø 2007):**

300 – HIRSCH Armbänder GmbH, Klagenfurt, approx. 500 – world wide

#### **Turnover 2007:**

approx. EURO 42 million

#### **Number of bracelets produced in 2007:**

Over 6 million

#### **Production workshops:**

Klagenfurt (Austria), Bangalore, Hosur, (India), Longguang Zhen (China)

#### **Points of Sale:**

approx. 12.000 world wide

#### **Headquarter:**

HIRSCH Armbänder GmbH.  
Hirschstrasse 5  
9020 Klagenfurt  
Austria

HIRSCH Armbänder GmbH  
Hirschstraße 5  
9020 Klagenfurt, Austria  
Tel +43 (0)463 3839 0  
Fax +43 (0)463 3839 150  
press@hirschag.com  
www.hirschag.com