

HIRSCH History

- 1765 Johannes Franz Hirsch opens a leather workshop in Lower Austria, producing leather for shoes and saddles in a small tannery.
- 1935 The first patent for Hirsch. The HIRSCH vacuum belt is invented and patented for the up and coming automobile industry.
- 1945 Hans Hirsch starts to produce watch bracelets made of leather from the Carinthian shoe industry, using his kitchen table in Klagenfurt as his work bench, and a pocket knife and a household sewing machine for his first tools.
- 1955 Hans Hirsch discovers a way of seamlessly binding the upper leather to the lining. This method, which was patented by Hirsch, is adopted by leather and handbag master craftsmen as the HIRSCH Rembordé technique, and is now a standard in the world wide watch bracelet industry.
- 1957 Hermann Hirsch joins the company. Three years later HIRSCH sales top 1 million Euros for the first time.
- 1961 With the invention of the HIRSCH Point-Of-Sale-unit, HIRSCH takes bracelets out of the drawer and on to the sales counter, thus revolutionising the sale of watch bracelets. For the first time, the bracelet range is visually presented to the customer in the shop. The development of HIRSCH sales units is influenced over the course of time by well known architects and designers. The POS unit developed by Professor Hollein for HIRSCH has been displayed in the Museum of Modern Art in New York.
- 1970 The company moves to Hirschstrasse 5, with 130 employees. International distribution and sales are constantly expanded in the course of the seventies and eighties.
- 1990 The 100 millionth bracelet for watches is produced. HIRSCH now employs a staff of 640. A joint venture in China is concluded.
- 1991 HIRSCH starts production of bracelets for watches in India. Since that time bracelets have been produced for the Indian market in their own production sites.
- 1995 Under the leadership of the Italian designer Matteo Thun, the new Corniche display unit is developed. The Corniche offers a new, top quality presentation of the bracelets in the stores. This unusual design item was given the European Design Award.
- HIRSCH is the first manufacturer of bracelets for watches to achieve ISO certification. The ISO 9001 certification is evidence of comprehensive HIRSCH quality management in all spheres of the organisation.
- 2000 There is a generational change in the house of HIRSCH. Hermann Hirsch moves to the Supervisory Board and his son Robert Hirsch takes over the management of the company.

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- 2002 HIRSCH develops the IDentification bracelet. With the aid of integrated microchips, the bracelets can be fitted with functions. Access authorisations, currency values and personal data can be stored in the bracelet.
- 2003 HIRSCH becomes the main supplier to the Swiss luxury watch industry.
- 2004 Introduction of the *Leonardo Collection*. The perfect aesthetic symbiosis between watch case and bracelet.
- 2005 Robert HIRSCH buys his father's company, in keeping with the family tradition.
- 2006 HIRSCH renews its role as an innovative forerunner in the field of "scene setting". The new revolutionary display system "sette" is brought on to the market.
- 2007 HIRSCH presents with „Lance“ the very first natural rubber (caoutchouc) bracelet in one entire product family and ensures herewith a further competence area.