

NEWSLETTER



Editorial

by Robert Hirsch



Dear Partners and Business Associates

Innovation is key to HIRSCH's approach to bracelets. Every member of the HIRSCH „family“ realises that there is always room for improvement.

HIRSCH exhibits countless examples of continuous improvement and revolutionary ideas where watch bracelets are concerned. The resounding success of our Sette display range is proof of HIRSCH's innovative strength. This display system lets the consumer interactively choose a watch bracelets and thus generates increased sales for the dealer. Despite this success we are constantly working on further improvements which are regularly integrated. Of course this innovative strength applies in particular to our products. We introduce some of our innovations in this newsletter.

The comfort buckle on our Lord bracelet is worthy of special mention – a reinterpretation of the familiar folding clasp, although our solution offers an unequalled level of comfort for the wearer. You can read all about it below.



Yours, Robert Hirsch

P.S.: If you have any further questions do not hesitate to contact me and the HIRSCH team: office-ceo@hirschag.com.

HIRSCH sets new technology and comfort trends as the markets bracelet specialist.

The HIRSCH Comfort Buckle – the intelligent leather accessory ensuring optimum wearing comfort and metamorphoses Lord into a true Gentleman.

The combination of aesthetics, functionality and material makes this bracelet incomparable.

The particular refinement of this bracelet lies in the innovative “integrated” Comfort buckle that provides an incredibly soft and smooth feeling on the skin and a perfect “bracelet” fitting.



These are the benefits of the HIRSCH innovation:

- Flexible, full-leather fold-hinge mechanism – no metal touching your skin!
- Ergonomic fit - adjusts to the natural form of your wrist
- Patented, unique HIRSCH solution
- Easy, one-hand operation



HIRSCH lining leather – directly on the skin

A watch bracelet's appearance and durability largely depend on the quality of the material used. At HIRSCH we consider it essential to exercise the greatest care in the choice of materials, both for the top leather and lining leather, to offer softness and comfort during wear. Use of the best possible lining leather is very important to considerably extend a bracelet's lifecycle.

This is why we place particular emphasis on selection of materials that satisfy even the toughest demands in terms of quality. As the bracelet for watches is worn in direct contact with the skin, it is constantly exposed to moisture, abrasion, perfumes, creams and perspiration. These influences, especially sweat, are the

main reasons why the leather hardens and is likely to crack. HIRSCH offers a choice of lining leathers which meet specific requirements. They are developed to be kind to and work in harmony with the skin. HIRSCH Silkglove is a distinctive natural product which caresses your wrist like a second skin.

In Silkglove HIRSCH has achieved a masterpiece in lining leather, with warmth and velvety softness which create an impressive sensory experience. It also meets the cosmetics industry's strict requirements.

This natural, full-grain leather is aniline-dyed (in the drum). It exhibits typical leather characteris-

tics on its surface structure, as well as shades of colour which further emphasise the material's naturalness.



Marketing focus at the jewellers: HIRSCH Presentation Culture at the point of sale (POS)

The invention of the HIRSCH display system has brought the bracelet for watches out of the dark of the jeweller's drawer and into the light of the showroom. HIRSCH fully intends to continue supporting its partners with unique watch bracelet display and sales systems in the future too.

Our brand-specific experience shows that with a few exceptions such as Christmas or Mother's Day, jewellers have little opportunity for occasion-related advertising. As an expert partner to specialist dealers, HIRSCH has taken this fact as an opportunity to develop an innovative marketing service package, which offers jewellers the opportunity to achieve an up-to-date, themed, appealing watch-bracelet sales display for consumers throughout the year, thus achieving lucrative additional sales.



HIRSCH has organised a prize draw, consisting of a spa weekend for 2 people, for all participating HIRSCH partners in Austria to express its thanks for all the campaigns that have taken place and as a sign of appreciation. HIRSCH area managers photographed all campaigns in the fields of display window and display case design and decoration throughout the marketing initiative (June 2010 to July 2011). From all the photographs submitted, jewellery company Schöll from Vienna was deemed to have the nicest display.



Show window at Uhren Juwelen Schöll (Vienna)

HIRSCH: Congratulations on your highly original window display, Herr Schöll. How long have you been a HIRSCH partner?

SCHÖLL: Since 2005

HIRSCH: Why HIRSCH?

SCHÖLL: It's a very enjoyable collaboration. HIRSCH offers a contemporary range and expert advice. The services HIRSCH provides are just what we want!

HIRSCH: A *propos* service – HIRSCH has developed an innovative marketing service package which provides you, the jeweller, with the opportunity to create an up-to-date and themed watch bracelets sales display throughout the year. How have you been able to make use of this?

SCHÖLL: We have been able to create an inviting and original display, as well as set up a second display within the shop.

HIRSCH: What has been your customers' reaction?

SCHÖLL: It has mainly excited interest and the focus was clearly on bracelet for watches. We had positive feedback from our customers. This focal point in the display stopped customers in their tracks. Watches and jewellery have been

displayed for years, now we can display bracelets too. Overall it introduced a whole new aspect to the display.

HIRSCH: What advice would you give other jewellers to make their bracelet sales as successful as yours?

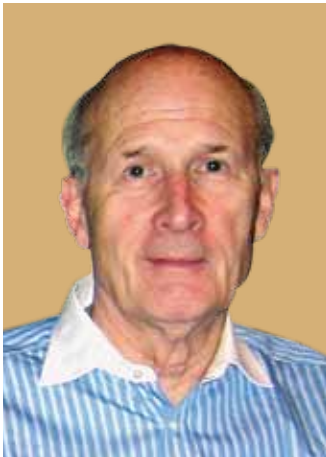
SCHÖLL: It's worth a try! Work with HIRSCH and its customer service department. They evaluate the display, because it can be themed around ideas like „summer“, „Caoutchouc“, or „water-resistant to 100 m“. They keep in touch in any case.

HIRSCH: Thank you for talking to us.



HIRSCH customer Erich Schöll with HIRSCH Area Manager Dieter Götz

HIRSCH Portrait: Yord Pettersson (Sweden)



HIRSCH: You celebrated your 80th birthday this August. Congratulations! How many years have you worked for HIRSCH?

YORD: 6 years.

HIRSCH: What have been the highlights during your work?

YORD: Working with quality products and seeing our products become market leaders.

HIRSCH: Tell us about one of the funny things that has happened during your time at HIRSCH...

YORD: Working with Jill (N.B. HIRSCH Country Manager Sweden) makes me laugh every day!

HIRSCH: What visit to a customer brought you the greatest satisfaction?

YORD: I got the greatest satisfaction from, and am very proud of

the fact that I won one of HIRSCH's biggest customers. It took three years to persuade the customer to switch from his previous suppliers.

HIRSCH: What are your future hopes for HIRSCH?

YORD: I would like every manager and agent to take on board and understand, or try to understand, Robert Hirsch's philosophy.

HIRSCH: Which situation or moment was unforgettable?

YORD: The speech by Robert Hirsch, which lasted almost a full day, at the International Sales Meeting in Salzburg in 2005. After 45 years in various management roles

this was the first time I ever heard someone talk with so much passion about the future of a business.

HIRSCH: What are your personal hopes for the future?

YORD: I hope to be able to continue helping Jill with her work in the future.

HIRSCH: If you could encapsulate your personality in just a few words, what would you say?

YORD: I always have respect for whatever I'm doing at the moment, respect for my customers and I always work to achieve the company's goals.

Successful HIRSCH Customers



Name: Møller's ure, Mrs. Marianne

Location: Holbæk, Dänemark

HIRSCH Sales Representative: Tina Bonke

WHY HIRSCH?

HIRSCH watch straps are very high quality and HIRSCH offers an excellent service package to make the sales process smooth, such as product training or sales materials. We sell significantly more watch straps because of the very high quality and easily manageable Sette sales system.

MUNICHTIME
www.munichtime.de

04. – 06. November

Hotel Bayerischer Hof
80333 Munich
Promenadeplatz 2-6

VIENNATIME
www.viennatime.at

11. – 13. November

MAK – Museum für angewandte Kunst
1010 Vienna
Weiskirchnerstraße 3