



ENGLISH

## **The COVER Brand**

In 1981 Theo Ingold founded the independent family-owned Swiss watch-making company Chrono AG in Solothurn. In 1999, the company-owned watch brand COVER was launched. The brand arose from the intention to offer sophisticated, trendy and high quality Swiss Made watches at the best affordable price. The name COVER is symbol for innovative watch design in tune with the pulse of the times.

A well-established team with experience, expertise and esprit daily devotes itself to the creation of unique timepieces that display a successful combination of tradition and the modern age. Today, COVER is present in over 45 countries world-wide, which renders it a truly convincing international brand.

### **The COVER Collection**

Whether elegant or classically sporty, our collection places great emphasis on shapes and materials with strong identity. In fact, throughout the world COVER watches are very much appreciated for being of tasteful design while displaying clever compositions of materials. Each single model expresses the perfect harmony between form and function. In all our endeavours, we attach great importance to the creation of unique timepieces that give those who wear them a beautiful piece of individuality.

The COVER collection consists of two lines: the exciting and passionate COVER TREND and the classic and elegant COVER CLASSIC.

Yearly, the COVER novelties are being presented at Baselworld. This year, the COVER management is proud to present six new and exciting models.

### **Tradition as Strength**

The independent Ingold family company in the second generation allows COVER to draw from a solid foundation of over 35 years of experience in the watchmaking business. At Chrono AG, a team of approximately 50 employees from design, watchmaking and marketing work hand in hand to create the trendy COVER collections. All of the COVER employees vouch for excellent results and satisfied customers. This is what Swiss Made is world-wide appreciated for.

**Swiss Made.** [www.discovercover.com](http://www.discovercover.com)

### **Swiss Made**

From the first design of a watch to the finished product, all production steps are executed and monitored at our headquarters in the beautiful town of Solothurn. In the spirit of the Swiss watchmaking tradition, we commit ourselves to manufacturing all of our watches according to the official Swiss Made regulations – a label which stands for high quality craftsmanship, technical know-how, innovation and competence, as well as aesthetic values. In so doing, we not only strive to uphold the unrivalled reputation of Swiss Made watches but also aim at providing the consumer with the best choice of a high quality timepiece. All COVER watches are equipped with movements of the renowned Swiss movement producer ETA, Ronda and Sellita.

### **Located in an old Watchmaking school**

At our headquarters in Solothurn, we not only strive to create watches in the spirit of the Swiss tradition, but we have the honor to do so within walls that stand for a Swiss watchmaking tradition of over 100 years. Originally built in 1915/1916 by the watch manufacturer Stadler-Bouché, the building was soon taken over by one of Switzerland's first watchmaking schools, where until 2002 this world leading training institute produced the success of generations of watchmakers. After the watchmaking school moved to larger premises, Chrono AG bought the building in 2003 and completely renovated, making it the home where our passion for the Swiss art of watchmaking continues to develop and evolve.

### **Passion and Handicraft**

At our ateliers, precise work done by hand is at the heart of our watchmaking skills. Our watchmakers have been extensively trained and are professionals in their field. Each watch is assembled, controlled and packaged manually. This is how we guarantee the «Swiss Made» quality of our watches. We are proud to say that in this way every COVER watch bears honour to the Swiss watchmaking tradition.

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