



## **Fleurier Quality Foundation**

Haute horlogerie quality certification

CHRONOMETRY  
**COSC**

DURABILITY  
**CHRONOFIABLE**

EXCLUSIVE AESTHETIC  
**QUALITY OF FINISH**

FLEURITEST  
**PRECISION AT ANY MOMENT**





## A guarantee of quality

Concepts and terms such as haute horlogerie, high-end, precious, luxury or prestige watches are neither strictly defined nor universally accepted within the watchmaking world.

Admittedly, various watchmaking criteria to inform or reassure the final customer do exist, and some of them are defined and applied with suitable rigour. As yet, however, none of them meets all the expectations that a customer is entitled to have when spending a considerable amount on purchasing an exceptional timepiece.

This situation sometimes arouses a certain degree of confusion among customers. It may even prove an obstacle to the recognition of quality watchmaking to which we have always been so strongly attached, in this land of time-honoured watchmaking traditions.

Based on this situation, the Fleurier Quality Foundation has set itself the ambitious task of uniting, within a single certification a series of exclusive demands in order to assure the final customers that they are purchasing a watch that features

- **reliable precision in all circumstances**
- **tested robustness and durability**
- **exclusive aesthetic quality of finish**

## A guarantee of independence

The Fleurier Quality Foundation has the support of the public authorities, including the Swiss Federal Government (SECO), the Canton of Neuchâtel, the Municipality of Fleurier, the Val-de-Travers Regional Association, and the Philippe Jéquier Foundation, as well as the brands and Manufactures located in Fleurier: Bovet Fleurier SA, Chopard Manufacture SA, Parmigiani Fleurier SA and Vaucher Manufacture Fleurier SA.

## Open to Europe

The certification is open to any Swiss or European brand that applies for it and that meets the criteria.

## Clear-cut procedure, historical legitimacy

The certification procedure is conducted in an objective manner, under the supervision of a Technical Committee that is independent from the participating brands.

The right of appeal (arbitration authority) against the decisions of the Technical Committee and the Council of the Foundation is guaranteed.

The following pages illustrate the watchmaking tradition within which the Fleurier Quality Foundation finds its natural place, and the various stages that lead to certification and to the right to use the logo.

FQF  
La haute horlogerie certifiée



Fleurier Quality Foundation  
Jean-Patrice Hofner  
President

27 September 2004

WATCHMAKING IN FLEURIER  
A FEW MILESTONES



- 1730** We owe the introduction of watchmaking in Fleurier to David-Jean-Jacques-Henri Vaucher, as early as 1730.
- 1750** This sector grew rapidly and there were already 15 watchmakers in Fleurier by 1750.
- 1794** The figure soared to 106, representing a little over 13% of the population.
- 1820** From 1820 onwards, and due to improved trade with China (Canton), Edouard Bovet and his brothers gave a spectacular boost to the watchmaking business thanks to the production of Chinese calibres. They held a virtual monopoly over watches imported into China. Their example was subsequently followed by other companies based in Fleurier: Vaucher Frères (1848); Edouard Juvet from Buttes, who transferred his workshop to Fleurier in 1844; and the Dimier brothers, who had come from Geneva. After China, other export outlets opened up for the manufacturers of Fleurier, who adapted their production to the demands of these new markets.
- 1851** Opening of the first watchmaking school in Fleurier
- 1872** Over 600 people employed in watchmaking, meaning 23% of the population
- 1887** Fleurier is home to around thirty watch companies, employing 634 watchmakers who produce watches for many different countries: China, Egypt, Turkey, the United States, England, Spain and France are their main markets.
- 1920** Charles-Edouard Guillaume, a native of Fleurier, wins the Nobel Prize for Physics, in reward for his work on iron and nickel alloys. He is the inventor of invar and elinvar, alloys subsequently used for making springs and balance-springs.

- 1940** After the severe economic crisis of the 1930s, there are still 8 watch manufacturers in Fleurier, including Fleurier Watch Co SA, Bovet frères et Cie SA, and Numa Jeannin SA. Several other factories handle the production of movement blanks, hands, dials, watch glasses, springs, etc.
- 1975** Michel Parmigiani founds the company Parmigiani Mesure et Art du Temps SA.
- 1989** Renewal of the Bovet-Fleurier SA brand.
- 1996** Founding of Chopard Manufacture SA in Fleurier; launch of the Parmigiani Fleurier SA brand
- 2001** Setting up of the Fleurier Quality Foundation: one of its purposes is to establish technical and aesthetic quality criteria for watch construction, in harmony with the finest principles of Haute Horlogerie.
- 2002** Creation of Vaucher Manufacture Fleurier SA and Parmigiani Fleurier SA, both stemming from Parmigiani Mesure et Art du Temps SA.
- 2004** Official launch on 27 September 2004 of the new Qualité Fleurier Certification.



There are currently 400 people working on watchmaking and its related sectors in Fleurier. The presence of watch manufacturers and brands such as Chopard Manufacture SA, Parmigiani Fleurier SA, Vaucher Manufacture Fleurier SA, Bovet Fleurier SA and the Qualité Fleurier Certification make Fleurier an important centre for fine watchmaking in Switzerland.

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## The movement must be **cosc-certified**

The movements are submitted to the entire series of tests in accordance with the ISO 3159 norm.

All of the movements submitted for Fleurier Quality certification must have passed the tests.

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## The movement must have **passed the chronofiable test**

The Chronofiable test takes the form of various stages, namely:

- an ageing cycle,
- test cycles designed to measure the pull-and-push forces on the stem,
- test cycles designed to measure the forces exerted on the pushbuttons (chronograph controls, correctors, etc.) and the turning bezel,
- tests on reactions to magnetic fields,
- shock-resistance tests using a heavy pendulum or striker, except for delicate complications,
- water resistance test.

The following number of watches (without the bracelet) must be submitted:

For a model produced in a series of 1 to 100 units:	5 units
of 101 to 200 units:	10 units
more than 201 units:	20 units

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## The movement must have a finish **of exclusive aesthetic quality**

Specifications define the level of finish required for the movement and its decoration. These were discussed and approved by a group of experts that united specialists in research, teaching and production. Compliance with them takes the form of a preliminary examination at the stage when the piece consists of a kit of parts.

The general principles are notably:

### **Materials**

Metal, traditional ceramics, precious or avant-garde materials must be used. The use of plastic materials is prohibited.

### **Exclusive finishing**

A decorative motif must be visible on the maximum thickness of the plate or the visible part of the bridge, by a process of selecting the zone to be decorated, as well as in the main recesses. The parts must not show any rough sharp angles and the sinks must be polished. No visible burrs must be present and the functional zones of the steel parts must be polished. The screw-heads must be flat and polished, bevelled on the slot and the rim. The shaped parts must be bevelled, polished, and where possible have lines drawn out with file strokes.

### **Means**

Manufacturing procedures for decorations may be either mechanical or manual. Operations carried out in bulk only are not tolerated.

### **Surface treatment**

The galvanic plating of parts is not mandatory; if it is applied, it must enhance the technical or aesthetic characteristics of the movement. Nickel-plating alone is not permitted, but is authorised on steel parts requiring protection against oxidation.

### **Procedure**

The technical department of the Foundation tests the kit of spare parts, and verifies the existence of COSC certification and prior submission of the movement to the Chronofiable tests. In case of doubt, the Technical Committee is called upon.

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## The running of the finished **watch must pass on the Fleuritest**

The watch, in its final form, undergoes a last test on the Fleuritest machine.

A 24-hour operating test is conducted on the machine, which recreates the movements of a nycthemeral cycle, alternating between active or extremely active phases and calmer ones. Variations in rate are analysed by means of an image capture system using digital cameras.

Fully computerised, the machine observes the time just as the future wearer will do, but in an extremely precise way.

The precision of the watch must fall within the range of 0 to +5 seconds per day.

At the end of the test, if the watch has passed, a certificate is issued for each watch, specifying the number on the movement and the case.

The watch is then entitled to the certification

**FQF**  
La Haute Horlogerie Certifiée





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The website of the foundation, at **[www.fqf.ch](http://www.fqf.ch)**, contains information including the statutes and regulations applicable to the certification.