



## Fondation Qualité Fleurier

La haute horlogerie certifiée

100% MANUFACTURED  
IN SWITZERLAND

TECHNICAL AND  
AESTHETIC CRITERIA

CHRONOMETRY  
COSC

DURABILITY  
CHRONOFIABLE

FLEURITEST PRECISION  
ON THE WRIST





## An absolute 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 intended to inform or reassure the final customer do exist, and some of them are defined and applied in a suitably strict manner. 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 generates a certain degree of confusion among customers. It can even in the long term 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 final customers that they are purchasing a watch that features

- 100% manufactured in Switzerland
- reliable precision in all circumstances
- tested reliability and proven 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 Val-de-Travers, 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

## 100% manufactured in Switzerland

The certification is exclusively open to Swiss brands that apply for it and meet 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.

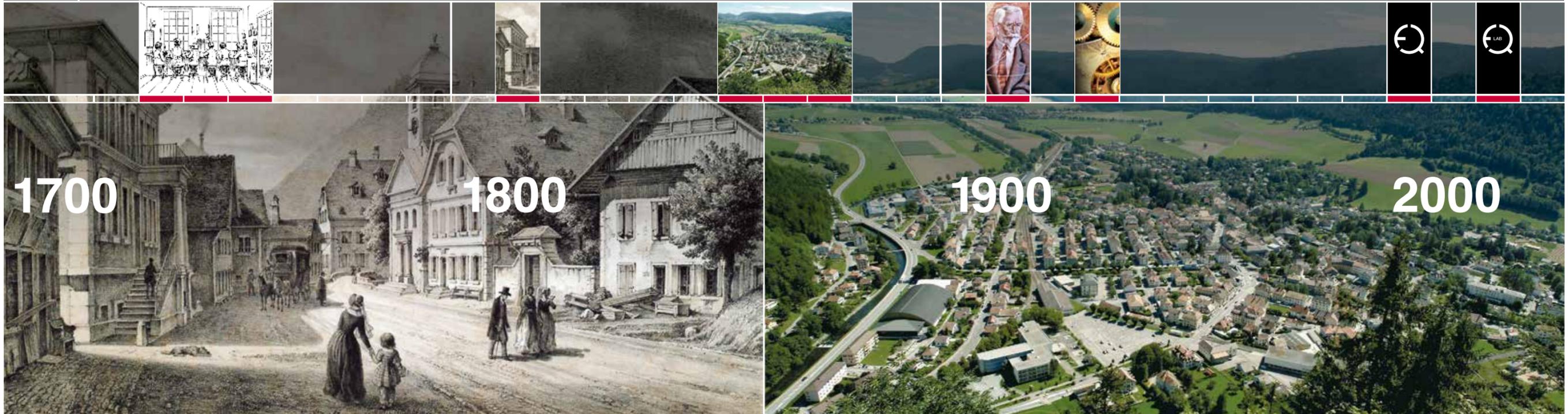
The right of appeal (arbitration authority) against the decisions of the Technical Committee and the Council of the Foundation is guaranteed.

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



## 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.
- 1822** Edouard Bovet and his brothers Alphonse, Frédéric and Gustave join together in a partnership aimed at developing watch trade in China. The Bovet House is officially created.
- 1830** Construction in Fleurier of the Bovet headquarters, commonly known as “The Chinese Palace”, which in 1905 would become the town hall where the Fleurier Quality Foundation is now based.
- 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.
- 1905** Fleurier establishes itself as the centre of the watch industry in the Val-de-Travers area, its population having doubled in the second half of the 19th century.
- 1920** Charles-Edouard Guillaume, a native of Fleurier, wins the Nobel Prize for Physics, rewarding 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 eight 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. ressorts, 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.
- 2003** 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 FQF certification.
- 2006** Bovet Fleurier acquires the castle of Môtiers – the foundations of which date back to the 14th century – and sets up its workshops there.
- 2008** The Chopard Group creates Fleurier Ebauches, a company dedicated to the production of mechanical movements.
- 2012** Adoption of a supplementary criteria: 100% manufactured in Switzerland.
- 2014** 10th anniversary of the FQF certification, Opening of the FQF Lab
- 2015** Launch of Chronométrie Ferdinand Berthoud, faithful to the spirit of the famous master-watchmaker and native of the Val-de-Travers.

In recent years, depending on the economic outlook, between 600 to 800 watch professionals have been working in Fleurier– and 1500 in the Val-de-Travers as a whole – for watch companies and various related suppliers. Manufactures and brands such as Bovet Fleurier SA, Chopard Manufacture SA, Parmigiani Fleurier SA, Vaucher Manufacture Fleurier SA and the Fleurier Quality Foundation form a major “Swiss Haute Horlogerie” centre/hub.

1



## 100% manufactured in Switzerland

A procedure guaranteeing that all the operations of conception, production, assembly and testing of the non-cased-up watch and its components have been performed in Switzerland.

Along with bearing the Fleurier Quality Foundation seal, timepieces having earned the label will be able to carry the inscription "100% manufactured in Switzerland".

2



## 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 uniting specialists in the areas of research, teaching and production. Compliance with these criteria is verified by a preliminary examination at the stage when the model consists of a kit of parts.

The general principles are notably:

- **Materials**
- **Exclusive finishing**
- **Means**

3



## 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.

4

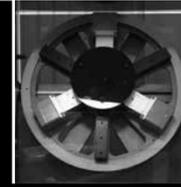


## The watch must have passed the Chronofiable test

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 of reactions to magnetic fields,
- shock-resistance tests using a heavy pendulum or striker, except for delicate complications,
- water-resistance test.

5



## The rate of the finished watch must be certified by the Fleuritest

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

A 24-hour operating test is conducted on the robotics simulator, 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 artificial vision system using digital cameras.

Fully computer-controlled and synchronised by GPS, the machine observes the time as will the future wearer, but with greater acuity.

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 individual number on the movement and the case.

The watch is then entitled to the certification





The Fleurier Quality Foundation has its offices in Fleurier's town hall.

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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.