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**SWISS
MILITARY**
BY CHRONO

OFFICIAL LICENSED PRODUCT OF
THE SWISS CONFEDERATION

ENGLISH

SWISS MILITARY by Chrono **Official Licensed Product of the Swiss Confederation**

The Brand

Throughout the world, SWISS MILITARY watches manufactured by Chrono AG are well known for their outstanding design and quality. The timepieces of sportive look and adventurous spirit suit those who lead an active lifestyle, be this in business or during leisure time. The brand and its timepieces are symbols of the intrinsic and highly esteemed Swiss values of precision and quality.

A partnership based on Swiss Made values

Switzerland is a small but exceptionally successful country. This success is based on characteristics such as hard and qualitative work, reliability, precision and innovative strength. The military of Switzerland has always strived to provide its men with reliable and robust products which can be put to highly precise use. Thanks to their quality, these products nowadays enjoy an excellent reputation on a global scale.

Since 1994 Chrono AG has worked hard to establish its brand Swiss Military by Chrono internationally. Today, well-known and highly appreciated for its timepieces made in the spirit of the true Swiss Made values, the brand occupies a firm position in over 40 countries. This successful development of the brand has led to a partnership with the Swiss Confederation. As official licensed product, Swiss Military by Chrono joins forces with the Swiss Confederation in establishing the image of the Swiss Military brand in a global context – reliability, precision, quality and innovation being its trademarks.

Tradition as Strength

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

Swiss Made. 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 SWISS MILITARY by Chrono 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 honour 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 SWISS MILITARY by Chrono watch bears honour to the Swiss watchmaking tradition.

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