



## Fondation Qualité Fleurier

La haute horlogerie certifiée

### **PRESS RELEASE**

*For nearly ten years, the Fleurier Quality Foundation has been making its mark in the area of watchmaking certification thanks to its stringent criteria and the rigour with which they are applied: to the point that specialised journalists have called this certification "the most comprehensive and difficult test in the entire watchmaking industry".*

*Launched by the brands Chopard, Parmigiani Fleurier, Vaucher Manufacture Fleurier and Bovet Fleurier, the Fleurier Quality Foundation has created a tool that is absolutely unique. Conducted on the watch as it will be delivered to the final client, the certification stands out not only thanks to its relevance but also to its credibility, since it is verified by an independent technical committee.*


*To date, there were criteria for obtaining the Fleurier Quality label, guaranteeing:*

- 1) Precision, by the submission of each piece to the Swiss Official Chronometer Testing Institute (COSC);*
- 2) Durability and reliability, by means of the Chronofiable© tests;*
- 3) Precision when worn, by a 24-hour test on the Fleuritest simulator, specially developed for the Foundation;*
- 4) Technical and aesthetic quality, by means of a validation process designed to ensure that these aspects correspond to the requirements of haute horlogerie.*

*The Council of the Foundation has decided to add a fifth criterion to the existing four, i.e.:*

- 5) 100% manufactured in Switzerland.*

***This guarantees that all the operations – the development, manufacture, assembly, and control of the watch head and its components, have been carried out in Switzerland, with the exception of non-tooled materials.***

*In addition to placing the official seal  and the inscription Quality Fleurier, on timepieces that have obtained this certification, they may also bear wording to indicate that the watch is **entirely manufactured in Switzerland or 100% manufactured in Switzerland.***

*For the final client, this will constitute the guarantee that he is acquiring a timepiece of extremely high quality, and of which all the components have been worked on by craftsmen and supervisors working in Switzerland, the cradle of this noble industry.*

*Fleurier, June 26<sup>th</sup> 2012*