

Q & A - most frequently asked questions & answers

What is meant by 'grail of luxury' or 'exaggerated' documented quality?



The grail of luxury means luxury goods that offer uniqueness combined with highest possible quality. Exaggerated quality means that we often invest more than 100% in time and effort in order to improve quality by 20%. Top quality means you never stop in your attempt to improve quality. We produce 100% in Switzerland at the highest possible quality standard - a rarity in our days. 316 L stainless steel, with at least 2,5% Molybdenum, a copper-beryllium second hand (400 HV), fine adjustable folding clasp, sapphire crystal with anti reflection coating and DLC coating with 5'300 micro hardness. Our DLC coating is 2-3 times harder than any other DLC or PVD coating and is causing about 10 times higher costs than the usual DLC or PVD coating. Some call it exaggerated - we call it pure love for perfection and quality.

Type of Coating	DLC a(C:H)	DLC aC	DLC taC
Process	PACVD	Arc	PVD Arc
Composition (C:H)	60-80:20-40	Up to 100:0	100:0
Structure	amorphous	amorphous	amorphous
sp ³ fraction	40-60	25-40	85-95
Temperature of deposition (°C)	<250	200-500	<100
Color	clear to black	black	clear to black
Thickness (µm)	<3	<1	0.05-3
Density (g/cm ³)	2.2 - 2.6	2.1 - 2.5	2.9-3
Max. operating temperature (°C)	300	300	500
Transparency (µm)	0.5		1
Hardness (Gpa) (Hardness HV 0.05)	20-40 (2000-4000)	10-30 (1000-2000)	85-95 (5300)
Adhesion	good	good	optimal
Biocompatibility	good	good	optimal
Friction coefficient	0.1 - 0.2	0.1	0.1
Electric resistivity (µΩ cm)	>10 ¹⁰		10 ⁷ -10 ⁹
Refraction index			2.4
Deposition rate (µm/h)	0.5		< 2



What makes the calibre HB 28-929 mechanical movement so special?

Our automatic calibre HB 28-929 is based on the base calibre ETA 2892-A2 (ETA SA, Manufacture Horlogère Suisse, founded 1856) and the flat chronograph module 2222 of Dubois Dépraz (founded in 1902 in the valley de Joux). The ETA 2892 replaced the ETA 2890 that has been produced between 1975 to 1983. The ETA 2892-A2 has been used in the OMEGA Sea- and Speed Master as well as the IWC Ingenieur and many other luxury brands. Many independent watchmakers judge the movement as one of the most accurate and reliable movements in the world. The 28.9.29 indicates also the birth date of Heidi Brügglér - the founder's mother. For this reason it is named HB 28-929. We engrave and fine adjust the movement to perfection. With 0 to +6 sec./day of deviation we are making it about 30-40% more accurate on an average basis than required by ETA and the renowned COSC standard (which does require -4 to +6 sec./day). Many other accuracy and quality criteria's do exist which we do not mention or explain here. To have a modular chronograph movement is a great advantage in regard to service costs.

What makes the base caliber ETA 2892-A2 so special? At the end it is a great design with intelligently chosen improvements over decades. Our version TOP is also superbly executed. It incorporates all the latest knowledge and advances in both materials and movement design. Its generous supply of available torque means that it will not be easily stopped, even when powering extra complications such as the chronograph.

How does the ETA 2892-A2 compare to the competition?

According to an independent watchmaker who wrote the analysis 'The Little Engine that Could' there are some movements that match it in terms of accuracy and reliability, but none exceed it. The Rolex 3035 and 3135 match it toe to toe. Rolex is guaranteeing accuracy with the COSC standard. The BRÜGGLER HB 28-929 is fine tuned to be 30-40% more accurate than required by the COSC standard. The Rolex movement is also thicker and considerably more expensive. The Patek Philipp's, while being very pretty to look at, do not match it for accuracy and are more delicate as far as reliability is concerned. Of course they're also slightly thinner, so that does put them at a disadvantage. The Jaeger-LeCoultre 889/2 does match it for accuracy, but is also too delicate to give it any competition in the reliability department. The main reason for the latter is its very weak mainspring. The whole design, while being well thought out and superbly executed, relies too much on everything being just perfect. It is just thrown out of wack too easily, when even minor things go out of adjustment. The Blancpain and Piquet movements don't seem to deliver the same accuracy that the 2892 has no trouble delivering.

Quartz or automatic - which one do we recommend?

Both movements are made 100% in Switzerland and represent highest quality standards. If you would like to put your watch in a drawer for several month and still like that it shows you the accurate time you should go for the quartz movement.



What means bespoke - what is so special about BRÜGGLER?

Beside the chronographs we designed for our client we also bring the fine art of Swiss horology to the fingertip of every watch lover and collector. That private clients can order a tailor made chronograph below US\$ 10'000.- made 100% in Switzerland at the highest possible quality standard is a world's first. Our unique customizing tool is easy and fun to use. It ensures that our clients can visualize their watch dream before ordering. The delivery time is 6 weeks.

With 4 years of guarantee and 85 years of documented services our warranty booklet is setting a new standard. It is hand signed by the watchmaker who assembled the chronograph and performed the final quality tests. As it contains the original accuracy- and water resistant test protocols every watch aficionado can see how accurate his chronograph is in different positions and on an average basis.

Can I buy a gift card for my partner?

Yes - its very popular and apparently a great idea. With a gift card many partner has been made already very happy. It's something very personal and very practical at the same time that leaves room to creativity. You will never be wrong with this present. If you have to hurry we can send your personalized Gift Certificate also by E-Mail.



Where can I read more about BRÜGGLER?

www.facebook.com/bruggler and press: www.bruggler.com/en/blog/brueggler-media-response/

Where can I see more BRÜGGLER designs?

On Instagram: #brugglerwatches



What is the guarantee duration for a BRÜGGLER chronograph?

4 years

What is the size of the chronograph?

The size of the chronograph is 40 mm. It is an ideal size for men and women. You find all technical specifications on our web site 'OUR STORY'

What's about the service after sales?

The level of quality we aim can only be assured in Switzerland by watchmakers that we have chosen based on their know how and reliability. Because of this, no matter where you are, you or your retailer sends us the watch back to Les Breuleux. Here we are among the elite of watchmaking and can assure our high standards of quality.

Can I dive with my chronograph?

The BRÜGGLER chronograph is water resistant down to 200 meters. As we dive ourselves, we believe that a chronograph does not replace a wrist dive computer that provides important additional information.