

## **Swiss Watchmaker CATTIN + CIE introduces new margin policy**

**2019 marks a new milestone in the history of the family business CATTIN + CIE and its leading brand CATOREX. After two years of development and investment, Guy Albert Cattin, owner of the family business in 6<sup>th</sup> generation, establishes a new management team and launches a new business model encompassing a new margin policy, the digitalisation over the CATOREX e-shop, and a novel retail strategy. CATOREX was created in 1957. As a niche brand, it keeps its volumes low and produces on demand.**

*Les Breuleux, June 2019.* CATTIN + CIE is the only Swiss watchmaker family to have developed and produced timepieces on a continuous basis for over 160 years. Guy Albert Cattin, comments: “My intention is to hand over in good faith a profitable business to the 7<sup>th</sup> generation and therefore looked back to 160 years of family watchmaking tradition and forward to the challenges of digital transformation to do so.”

After two years of development and investment into concepts and product CATTIN + CIE introduces a new margin policy equivalent to production costs x3 instead of the usually practised x7 or more, corresponding to a retail price reduction of 57.143%. Simultaneously the CATOREX e-shop is opened. In autumn 2019 a novel retail strategy and a close to 100% Swiss manufactured line will be introduced. The collections will be personalised, customised, certified and traceable. CATOREX is produced on demand in limited quantities. “We want to generate trust over transparency and close relationships with our community”, adds Guy Albert Cattin.

### **Cattin lineage**

Georges Ignace Cattin, farmer-watchmaker (\*1785) was the first in a line of perennial master watchmakers. His son Constant founded CATTIN + CIE in 1858. They were followed by Numa, Armand and Maurice. Guy Cattin, father of Guy Albert, registered CATOREX in 1957. Guy Albert took over the family business in 1994.

[www.catorex.swiss](http://www.catorex.swiss)

<https://shop.catorex.swiss>

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