

## The right tool

Switzerland is famous throughout the world as a centre of excellence in precision manufacturing. From highly intricate watch movements to micro-technology, Swiss companies lead the world. When it comes to the tools necessary for carrying out such fine work, Switzerland also has the answer. Bergeon & Cie SA in Le Locle specialises in the development, manufacture and sale of not just precision tools but entire workstations for precision manufacturing.



Bergeon & Cie's exhibition stand

The watchmaker's skill lies in a steady hand, infinite patience and an array of specialist tools that allows him to position exactly each tiny component of the watch's internal works. For companies such as Swiss high quality watch brand manufacturers the place to go for the best tools is Bergeon & Cie. The company has between 4,500 and 5,000 regular customers in the Swiss market alone; drawn from the watch making, jewellery making, micro-technology, electronics, optical and medical technology industries. Its standard catalogue contains around 25,000 references ranging from individual tools to complete workstations. "Our catalogue is one of our key assets, but that does not mean we cannot respond to individual requests," says Managing Director Vladimir Zennaro. "In the 1970s, 1980s and 1990s we were a supplier of standard products and had a product orientated strategy. In the last

decade, we have repositioned ourselves to be more customer orientated and today, 60% of our products have been developed in house."

As a result, the company today sees itself increasingly as an innovator and is continually expanding its expertise at the highest level. It carries out between 100 and 150 special projects each year ranging in complexity from small adjustments to standard products to the development of completely new tools. "We now pursue a much more customer-led strategy that goes beyond the standard range in our product catalogue," explains Marketing Manager Gianni Pavone. This has led to a greater degree of involvement with customers and a greater role of consultancy within the sales process.

Well known in its home market, Bergeon & Cie also enjoys international success. Export sales throughout the world account for 60% of sales. A sales office in

Hong Kong provides a base for its activities in the Far East. "The majority of foreign customers are distributors who ensure that Bergeon & Cie tools are used on every continent if not every country of the world," says Mr. Zennaro in conclusion.



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