

# TITONI 100-YEAR ANNIVERSARY A SWISS BRAND WITH A FAMILY SOUL

## FROM 1919 TO 2019

TITONI is one of the last remaining truly independent watch companies. It is run by Daniel Schluep, who represents the third generation of his family. The mission of the family firm, based in Grenchen in the heart of German-speaking Switzerland's watchmaking region, has always been to offer durable, high-quality timepieces at an affordable price.

Digging through the *Europa Star* archives, we found hundreds of pages that tell the story of the brand since its early days. Two particularly exciting discoveries were the celebration of the company's 40th anniversary, in the pages of a 1959 issue, and references to its 50th anniversary ten years later (see below).

For the first half of its history the brand was known by the name FELCO, the name under which it was originally founded, back in 1919, as well as FELCA, to which it was renamed shortly after. FELCA watches were sold all over the world, and in their day were among the most famous Swiss watches. In the 1950s a second brand, TITONI, was created, and became a hit in the complex Asian market.

With the success of TITONI over the years, the independent family company decided to fully integrate FELCA into TITONI, and to devote all its dedication, watchmaking know-how and efforts to a single brand. As we see in a 1970 issue of *Europa Star*, the company claimed the three adjectives "Accurate," "Dependable" and "Elegant" – three words that still apply today, 100 years after the company was founded!

Europa Star Europe 1/1959

### 40 YEARS OF WATCHES

An important event in the  
Swiss watchmaking industry



If Swiss watches have gained an extraordinary reputation for quality throughout the world, it is largely because the Swiss watch industry, whose home is in the heart of Europe on the border of the snow-covered Alps, has been able to combine the traditions of centuries with modern progress and research. There are over 500 watch factories in Switzerland, some of which are world famous. The FELCA Company in Grenchen, celebrated its 40th anniversary, recently.

1. Night envelops the town of Grenchen in its dark cloak. The brightly lit patch of watch city to the street. La nuit a enveloppé de son voile magique la ville horlogère de Grenchen, tambour impressionnant du progrès, dans les vallées. Die Nacht hat über Grenchen Mantel ausgebreitet. Hier, aufleuchtend den Stern der FELCA.

### 50th anniversary of FELCA & TITONI S.A. at Grenchen

## THERE IS NO TIME TO LOOK BACK



away of traditional assembly methods took several years. The "electronic watch movement" too which was not taken seriously by manufacturers until quite recently, has suddenly become a serious competitor to the classic mechanical movement. These evolutions or revolutions have given a severe shaking to the most solidly implanted structures of the Swiss watch industry. Those concerns who cannot or will not adapt their organization and production methods soon find themselves left by the roadside. These concerns on the roadside. These

Europa Star Europe 4/1970



ACCURATE · DEPENDABLE · ELEGANT

### 4 advantages that make Felca your ideal supplier:

One of the leading Swiss watch-producers. High precision attested by official rating-certificates. Ultra-modern buildings and technical equipment. Complete series of exclusive models.

FELCA

FELCA AND TITONI WATCH LTD. GRENCHEN SWITZERLAND

Production française à la page 243  
Der deutsche Text befindet sich auf Seite 243

Europa Star Europe 5/1969

The new TITONI with officially tested and certified movement (COSC) can be checked movement bar fixed to the side.

**TITONI**  
OF SWITZERLAND  
since 1919



Europa Star Europe 3/2006

Master Series' watches are all equipped with certified chronometer movements and are part of the Official Swiss Chronometer Control. Every watch has the number of each individually engraved on a metal plate on the back of each watch.

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**100**  
YEARS  
Celebrating  
100th Anniversary



## THE 100TH ANNIVERSARY LIMITED-EDITION WATCH

To celebrate a century of existence, the independent family firm is launching a limited edition (199 pieces) of its famous Master Series chronometer-certified watch: the 83188 S-1919R.

This timepiece has all the same great attributes of a regular Master Series, with the addition of a silver sunray-brushed dial with elements in a subtle rose gold tone, as well as a 100-year logo at 9 o'clock to remind the wearer of the brand's long history and tradition. The back of the watch presents another special detail: a classic green rotor with the number of the limited series in elegant gold lettering. Green has always been TITONI's company colour, and has been gracefully incorporated into the watch for this special occasion.

This elegant timepiece perfectly reflects what TITONI continues to stand for, after 100 years of existence: long-lasting, high-quality classic watches with an understated elegance and a passion for the finest details.



Europa Star Europe 1/1969