



## From SOPROD to FESTINA—SOPROD SUISSE: A Legacy of Swiss Craftsmanship

In 1966, in the tranquil village of Tramelan, tucked into the heart of the Swiss Jura, a bold experiment in collaboration took shape. Soprod SA was born—not as a single brand, but as a union of local watchmakers who pooled their mechanical movement expertise to create something stronger together. The name itself—**SOciété de PROduction**—spoke to its purpose: precision, productivity, and the promise of Swiss excellence.

The journey was far from easy. The 1970s brought the quartz revolution, a period many now call the darkest hour of mechanical watchmaking. Entire traditions seemed on the verge of disappearance. Yet Soprod's leadership refused to bow to the tides of change. With determination and vision, the company reached across Switzerland and Europe, offering its movements to watchmakers far and wide, from the Swiss heartlands to Germany, proving that craftsmanship and innovation could still thrive.



From the very beginning, four principles have defined Soprod—and continue to guide it today: **quality, customization, service, and freedom of order quantities**. These values shaped a philosophy that embraced both the small artisan and the industrial manufacturer, ensuring the company's resilience and long-term success. By 2000, Soprod consolidated its scattered operations into a sleek, modern facility in Les Reussilles, a space designed to nurture both tradition and innovation.



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In 2008, Soprod joined the **Festina Group**, entering a new era within a global industrial watchmaking family. The story took another milestone in December 2023, when Soprod proudly transformed into **FESTINA–SOPROD SUISSE**, now employing around 300 skilled professionals across six Swiss sites and one in France.

What truly sets FESTINA–SOPROD SUISSE apart is its mastery of the **regulating organ**—the heart of mechanical watches. Balance wheels, hairsprings, pallet forks, escape wheels—these crucial components are crafted in-house, ensuring independence, reliability, and uncompromising quality. This rare expertise positions the company as not just a supplier, but a trusted partner and innovator in the world of mechanical watchmaking.



The future is as ambitious as the past is rich. In 2026, FESTINA–SOPROD SUISSE will celebrate **60 years of horological excellence**, a milestone that coincides with the launch of two groundbreaking movements: the **P054 manual movement** and the **M300 automatic movement**, boasting a power reserve exceeding 60 hours. The Festina Group will also unveil a high-complication, long power-reserve movement for its flagship brand, FESTINA—an emblem of creativity, precision, and the enduring spirit of Swiss watchmaking.

Through decades of challenge and triumph, FESTINA–SOPROD SUISSE stands as a testament to resilience, craftsmanship, and innovation—a company where tradition and vision tick in perfect harmony.



M300



P054



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