

KIENZLE

1822

PRESS RELEASE

Wels, February 2025

„Time is democratic“

This insight of Jakob Kienzle (1859-1935), who gave his name to the oldest German watch brand, is the credo and mission statement for the rebirth of the Kienzle brand.

“When we first got in touch with the history of Kienzle, we very quickly recognized the core of this unique watch brand,” says Christopher Conzen, spokesman for the consortium of investors with whom he acquired the brand rights in 2024 together with the Krippel brothers from Wels, Austria. We have understood that KIENZLE has always stood for precision and the highest



quality standards, but also for product innovation. We want to revive this, it is something highly emotional for us, especially as KIENZLE is the oldest German watch brand,” continues Conzen.

“After all, it was Jakob Kienzle, who gave the brand its name, who established the manufacturing system in 1894 that was the basis for affordable yet highly precise timepieces that set standards in terms of quality.

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1822

The brand's eventful history is an enormous incentive for us to work closely and trustingly with our existing and future partners to do what Jakob Kienzle would probably do today: to look closely at what customers want, what is technically possible and then offer it as a quality reference. We can already do this with our current partners, with the leading specialists in a category - even beyond the generic watch expertise of the KIENZLE brand. We have the ambition to revitalize and further develop this brand in the long term," says Conzen.

The investors around the Hamburg co-owner, brand and retail professional Conzen, are initially focusing on an expanded product portfolio of high-quality but not prohibitively expensive watches and measuring devices. But this is just the beginning.

"The price of a watch says little about its absolute quality, what counts is its precision and durability at a reasonable price-performance ratio. We have the same desire for progress and diversification as Jakob Kienzle, and his demand for quality in everything that can be created under the brand name.

There are many examples of how technological leadership can drive a brand. Take AUDI, for example. "Vorsprung durch Technik", a claim that AUDI lived up to with the Quattro, the first all-wheel drive series vehicle, or with the development of diesel technology for the LeMans winners.

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1822

Now we are not AUDI, but there are certainly analogies: KIENZLE first used a steam engine in production (1885), developed and produced time clocks, taximeters and clocks for automobiles. KIENZLE presented the first solar watch (“Heliomat”) in 1963, the first battery-operated watch with a quartz movement in 1972 and the first quartz LED wristwatch in 1973. In the 1990s, KIENZLE developed a watch that was waterproof to a depth of 12,000 meters. No one will dive that deep, but he could read the time from his Kienzle there.

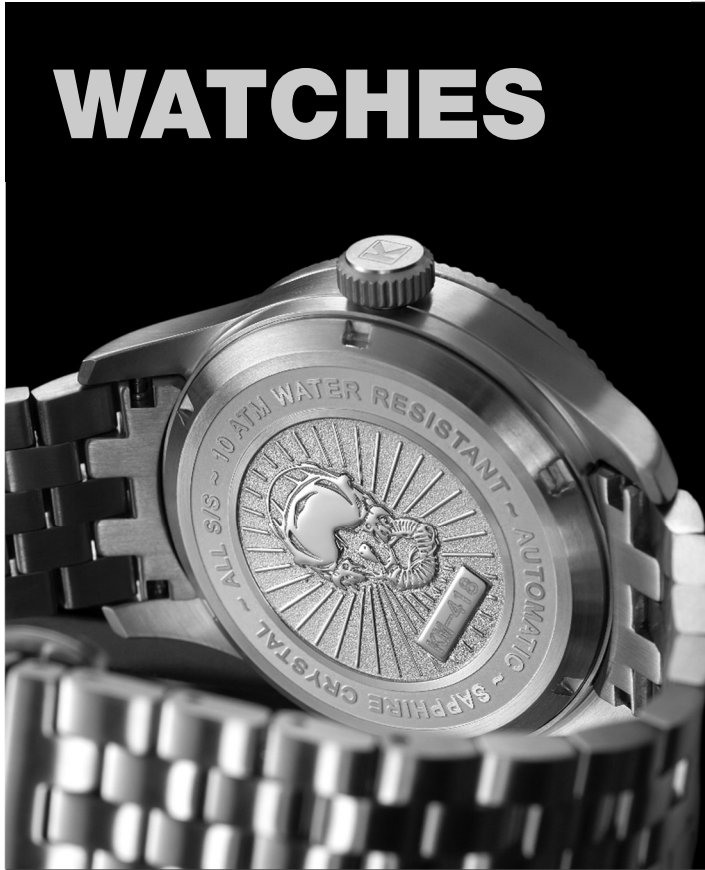
In summary: alongside the well-known and very successful watch lines of the KIENZLE brand, there will be no cars, but wherever innovation and precision are required, a product idea matches our quality standards, we recognize a market, we find partners who “tick” like us, there may be potential,” continues Conzen.

Time is democratic, Jakob Kienzle said “Time has a name” is KIENZLE's claim. This is a clear promise of quality and development for conceivable new product lines, whatever they may be,” concludes the Hamburg native.

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Pictures from the current collection:



WATCHES



KM-417
AUTOMATIC
10 ATM, SAPPHIRE



KM-416-H
AUTOMATIC
10 ATM, SAPPHIRE



KC-416-I
QUARTZ
10 ATM, SAPPHIRE



KM-425-B
AUTOMATIC
5 ATM, MINREAL



KM-424-B
AUTOMATIC
10 ATM, SAPPHIRE



KL-412-B
QUARTZ
5 ATM, MINERAL



WALL CLOCKS



14978
Wall Clock Classic
Size: Ø 250 x 40 mm
Metal Case



14979
Wall Clock Classic
Size: Ø 250 x 40 mm
Metal Case



15113
Wall Clock Classic
Size: Ø 250 x 40 mm
Metal Case



14980
Bathroom Clock
Size: Ø 140 x 36 mm
Plastic Case



14982
RC Wall Clock Outdoor
Size: Ø 300 x 45 mm Metal Case



HUMIDITY



TEMPERATURE



SILENT
MOVEMENT



RADIO
CONTROLLED

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Pictures from the current collection:



Facts:

KIENZLE: Exemplary milestones of innovation

- In addition to classic watches, Kienzle expanded its range to include technical innovations. The company began producing taximeters, a combination of distance meter, clock and calculator. Car clocks and tachographs were also added to the range.
- An important milestone was the introduction of the “Kienzle Strapazier wristwatch” in 1931, which was characterized by its particular robustness and was produced in its millions for over 30 years.
- In the 1960s and 1970s, Kienzle reached its peak as one of the largest German watch manufacturers. The company was a leader in technical innovation:
 - 1963: first solar watch (“Heliomat”)
 - 1972: First battery-operated watch and first quartz movement
 - 1973: First quartz LED wristwatch
 - 1986: Further developed solar watch with lower light requirement. With over 300 million watches and timepieces sold worldwide, KIENZLE finally becomes the global brand name in the watch industry.
- 1990s: Development of a watch that is waterproof to a depth of 12,000 meters
- 1996: New radio-controlled movement with faster adjustment

Brief information about the investors

In spring 2024, a consortium consisting of the retail and measuring instrument professionals, the brothers Georg and Jochen Krippel, and the Hamburg brand and retail professional, Christopher Conzen, took over the international brand rights of the oldest German watch brand, KIENZLE.

With their bundled know-how and do-how, the synergies of their respective global expertise, the investors have the clear goal of recapturing established market positions for the KIENZLE brand through strategic and innovative steps and opening up new business areas.



Christopher Conzen



Jochen Krippel



Georg Krippel

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