

Zahnd & Kormann - The story continues

What began in May 2017 with the crowdfunding project on Kickstarter and the successful launch of their first watch model, the ZK No.1, now continues with the launch of the ZK No.2, a diver's watch in two variants.

Also with their second watch model in the still young company history of Zahnd & Kormann, the two friends from Bern and Thun, Switzerland, are offering Swiss quality, this time optionally even COSC certified, at the best price on the market and thus make mechanical Swiss watches affordable for a wider public.

Zahnd & Kormann - A young watch brand from Bern, Switzerland, stands for innovation and progress. Founded by Roger Zahnd and Florian Kormann, the young label offers Swiss Made automatic watches in a transparent and modern way.

By using creative and modern concepts such as crowdfunding and crowdsourcing to their advantage, Zahnd & Kormann are able to offer the highest quality at the best possible prices.

The ZK No.1, for example, a moon phase watch, powered by the well known watch movement Valjoux 7751 from ETA, with its introduction price of CHF 875.00 at the time and today's retail price of CHF 1,499.00, is significantly lower priced than some of the watches from renowned brands such as Longines with a market price of approx. CHF 3'000.00.

„The customer should pay for his watch, not for excessive dealer margins, storage costs or managerial salaries.“ Zahnd and Kormann say.

With their new model, the ZK No.2, an automatic diving watch in two variations, the two founders are also consistently pursuing their strategy and offering an established Swiss automatic movement, this time even optionally with chronometer certification, in combination with high-quality materials such as ceramic and titanium, at a literally unbeatable price.

How is this possible? Through direct online sales to their customers, through the use of modern financing concepts such as crowdfunding and the omission of the middleman.

"You have to keep up with the times and be flexible and solution-oriented. Too often you hear in this country "that's not possible" or "that's too risky", but the alternative, namely standstill, is not an option for us. Not at least trying to create something on our own would be the worst failure for us," says Zahnd and Kormann.

Crowdfunding

But what is this crowdfunding and how does it work? Crowdfunding enables creative founders to present their project to a broad audience and to realize it together and with the support of the audience.

"Crowdfunding and so the watches of Zahnd and Kormann are a common project of our customers and us. Without the support and the constructive and direct feedback of our customers, Zahnd & Kormann would not exist. At Crowdfunding there is no "service hotline", there is only us and our customers, direct and personally." says Zahnd and Kormann.

The presentation of the respective projects and products takes place on internet platforms such as Kickstarter, Indiegogo, on which the inclined buyer can support the young entrepreneurs. However, payment is not made until the financing target announced in advance has been reached and production can be started.

This offers security for both, the entrepreneurs and for the customer. A further advantage is that in crowdfunding the retail margin is omitted and thus the products are offered directly to the customer. This makes it possible for companies like Zahnd & Kormann to offer watches that can compete with the big players on the market in terms of quality, but are much more attractive in price.

The watches

Zahnd und Kormann supplies mechanical Swiss Made watches, which are manufactured and refined from the highest quality materials. An established Swiss automatic movement in combination with a high recognition value and timeless design round off the package and convey innovation and exclusivity.

The ZK No. 2 is a masterpiece of the Swiss watchmaking art - A diver's watch, also available as GMT watch with display of a second time zone, which in the world of automatic watches, not least thanks to the COSC certified movement, need not fear any comparison. This at a literally unbeatable price.

Support us carry the history of Zahnd & Kormann out into the wide world so that another successful chapter can be written in this still young company history and at the same time Swiss automatic watches can be made accessible to a wider audience. Thank you very much.

The advance sale on the website <http://www.timeisyours.ch> has already started and from now on advance orders for the new model ZK No.2 can be placed.

Press, Links, Social Media and Contact Details

<https://www.20min.ch/schweiz/bern/story/Berner-Start-up-setzt-auf-bezahlbare-Luxusuhren-17827225>

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Social Media Channels

Internetseite: www.timeisyours.ch

Instagram: www.instagram.com/timeisyours_swissmade/

Facebook: <https://www.facebook.com/timeisyours>

Twitter: https://twitter.com/TimelsYours_CH

Youtube: https://www.youtube.com/channel/UCI0y945VG_M-t4oVWgiHqLA/

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