



CONTINENTAL

SWISS MADE SINCE 1924

HISTORY OF CONTINENTAL





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SWISS MADE SINCE 1924



Dear Customer

It is our pleasure and privilege to welcome you to the Continental Family.

We congratulate you on owning 2014 Special Edition watch that commemorates the 90th anniversary of Continental 'Swiss Made since 1924'.

We take this opportunity to take you through the history of Continental which is also closely interwoven with the evolution of the Swiss Watch Industry.

We hope this insight provides a glimpse of the Continental heritage and forms a basis for your continual patronage.

Thank You



Evolution Of Swiss Watch Industry

Watches evolved from portable spring driven clocks which first appeared in the 15th century in Europe. The Swiss watch and clock industry appeared in Geneva in the 16th century owing to reforms implemented by Jean Calvin including banning of wearing of Jewelry and public display of wealth.

This forced Jewelry makers to innovate and develop pocket sized watches with cases made in solid gold with intricate designs. These watches were not worn to tell time since they were inaccurate.

Introduction of balance spring in middle of 17th century greatly improved accuracy levels and errors were reduced to minutes in a 24 hour cycle This also resulted in addition of the minute hand in late 17th century.

Introduction of balance spring also triggered innovations that focused not only on the improvement of mechanical movements but also development of watch making tools.



The increase in productivity and standardization of tools, machinery and process propelled the overall development of Swiss Watch industry to the apex.

Swiss watch and Clock making has been since then have been synonymous with quality and excellence.

Wristwatches were first developed for army men during the Great War (World War I) of 1914 – 1918 when greater coordination between the infantry and artillery became the need of the hour.

Watches strapped to the wrists of the officers allowed them to coordinate winning strategies thus becoming an integral part of the officer's equipment.

The practical use of wrist watches during the Great War opened up mass market possibilities and wrist watches started to become very popular.

15 JEWELS

SWISS



New countries entered the field of watch making after World War II introducing low cost mechanical non-jeweled movements in the fifties & sixties followed by digital and analogue quartz movements.

Swiss watch making suffered greatly owing to the advent of such battery operated quartz movements & watches resulting in many of the mechanical Swiss watchmakers being forced to merge and consolidate.

In 1980's with the aid of the Swiss Government, banks and financial institutions, a handful of brilliant entrepreneurs, greatly contributed in moving the Swiss watch industry towards rebuilding and re-positioning, which eventually led to the industry reverting back to its position as world leader in watchmaking.

Today, the Swiss watch industry is one of the key pillars of the Swiss economy.

History Of Continental

The definitive registration of Continental brand dates to 13th September 1924, by the company Schild et Cie, Manufacture des Montres Octava, Hebdomas et Orator, La Chaux-de-Fonds.



Registration Copy

Manufacture de Montres

Les Montres de la Manufacture de Montres de la Chaix-de-Fonds sont fabriquées en Suisse.
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Logo of Schild ET Cie

INFOSUISSE carries records on history of Continental much earlier than 1924 with the first known registrations appearing in 1881 with Julien Gallet, Chaux-de-Fonds being the first owner. At this time, Continental was registered as Continental Time Keeper / Continental Watch Co.



Pocket watch branded Continental Watch Co.



Continental Vintage model

Schild et Cie became a well-known producer of Continental Pocket Watches, exporting these watches to United States of America.

Continental continued to sell under various company names such as Continental Uhren AG / Montres Continental S.A.





Continental Magic Button the most modern quartz watch in the eighties

In 1967, the company was renamed as Economic Swiss Time Holding (ESTH / Economic Swiss Time Manufacturing) and Continental began to be exported to key international markets.

In 1971, Economic Swiss Time Holding was acquired by Société Suisse pour l'Industrie Horlogère SA (SSIH) and integrated with other independent brands such as Agon Buler & Ferex.

However with the advent of quartz watches, the mechanical watches revenues of SSIH fell massively along with the Swiss Watch Industry in general.

Subsequently Economic Swiss Time was renamed EVACO SA and remains such till date.

Evaco is a fully owned subsidiary of Rivoli group, a leading retailer of luxury & fashion brands in middle east.



Continental watch range is in great harmony blending contemporary trends while retaining its nine decades of Swiss watch making pedigree.

The brands core principles guide the entire process of design and production in sync with industry developments.

The watches use highest grade materials, dials and Ronda & ETA Swiss Made movements.

All watches come with a standard two year international warranty



Press Coverage For Evaco



EVACO SA

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