

# MONDAINE®

Swiss  Watch

**BREAKING NEWS:** Since 2020, the entire Mondaine Group has been one of the world's first carbon-neutral watch brands!



Pfäffikon/Biberist, 18 November 2020 – The Mondaine Group is in tune with the times and, as a global SME, is taking a leading role. Since 2020, the Group has been one of the first watch companies in the world to operate with net-zero carbon emissions across all four of its brands, encompassing the factory and offices and the manufacture of all the watches, watch parts and packaging, making the family-owned business genuine trailblazers. Corporate sustainability and a sense of environmental and social responsibility have been an integral part of Mondaine Watch Ltd.'s DNA for decades. The successful Swiss SME uses solar power and eco-friendly materials in its production processes and is renowned for its innovation, including in the environmental field. In addition, a proportion of the company's revenue is donated to social and environmental NPOs, such as Fairventures Worldwide and Water for Water.

[www.mondaine.com](http://www.mondaine.com)

The Mondaine Group has long known that time is a precious commodity. And how we use it is even more important. The Swiss family-owned business, whose famous pieces include the MONDAINE SBB wristwatch, has been investing heavily in the future of the planet and began long before the environment became a hot topic for the general public. «When it comes to sustainability, there have been ongoing improvements across all areas of the company and the time is now right,» says co-owner André Bernheim. «The entire Mondaine Group is one of the world's first carbon-neutral watchmakers – the factory, administration, headquarters and all of our watches! »

### **Fully carbon-neutral**

As a greenhouse gas, CO<sub>2</sub> contributes significantly to global warming and is therefore also responsible for the increasing imbalances in the eco-system. The Mondaine Group has been engaged in efforts to reduce its own carbon footprint for several decades. The installation of a large photovoltaic system at the factory in Solothurn in autumn 2019 has led to a reduction of up to 80% in greenhouse gas emissions resulting from power generation. The watch manufacturer has been operating with net-zero carbon emissions throughout 2020. Carbon neutrality extends to all areas of the business, including the factory in Biberist, the HQ in Pfäffikon, all Luminox, MONDAINE, M+WATCH and Pierre Cardin-branded watch components, packaging, waste, power and water, as well as business travel. «Thanks to our extensive efforts over recent years, we have achieved our goal,» says board member and Head of Sustainability, André Bernheim. «We have been engaged across all areas of the business: the photovoltaic system on the factory roof, the use of hydroelectricity at our headquarters, a reduction in the volume and weight of packaging and the use of eco-friendlier materials in our packaging, casings and straps have all had a positive impact on our carbon footprint.» The casing and strap for the MONDAINE SBB essence is made from a castor oil-based composite, for instance, and features rPET packaging designed to be reused as a phone pouch. The Luminox Bear Grylls uses 'tide material' – plastic made from plastic waste reclaimed from the ocean. And Mondaine is not stopping there: alongside the measures implemented in recent years to reduce its carbon footprint, the Mondaine Group has also been working with Fairventures Worldwide since the start of 2020 to offset all the remaining greenhouse gases generated by its production processes and its watch materials. The Mondaine Group supports Fairventures Worldwide's work to achieve high-quality reforestation of the rainforest in Indonesia and Uganda, capturing greenhouse gases, creating local employment and enhancing biodiversity.

### **Pioneers of sustainability since 1973 – now one of the world's leading eco-friendly watchmaking companies**

In 1973, the Mondaine Group developed the first ever solar-powered analogue watch and, in true upcycling style, went on to use 100% post-consumer recycled metal to produce its MONDAINE and M+WATCH-branded watches in the 1990s. These days, recycling and the careful use of resources play a more important role than ever. That is why Mondaine is constantly on the look-out for suitable recycled materials for its watches. The MONDAINE brand has been offering leather-alternative straps, made from recycled PET felt, rPET nylon, eco-friendly cotton, cork and castor oil, since 2015. In autumn 2019, the Mondaine Group was the first watch manufacturer to launch a watch-recycling service: old watches (except for other brands' plastic watches) can be sent to the Mondaine factory in Solothurn, where they are broken down and recycled wherever possible. Based on this experience, the Mondaine Group is now moving towards a cradle-to-cradle design concept, which is a closed, cyclical material flow system in which materials retain their value.

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Alongside recycling, renewable, greener raw materials also have a crucial role to play. Working closely with specialists and associations, the group is evaluating and testing the latest sustainable materials to find a product to replace leather. We expect innovative materials such as these to be available in 2021.

Our guiding principle is WE CARE – about our environment and about social factors throughout the supply chain.

#### **Information about Mondaine Watch Ltd.**

Since its formation by Erwin Bernheim in 1951, the Swiss watch manufacturer Mondaine Watch Ltd. has become one of the leaders of the Swiss watchmaking industry. All four brands, MONDAINE, Luminox, M+WATCH and Pierre Cardin, are family-owned and are produced and sold throughout the world by the Mondaine Group. The Mondaine Group operates globally across the fields of marketing, lifestyle and design, inspiring customers with cutting-edge watchmaking and award-winning just-in-time logistics. Since 1986, Mondaine Watch Ltd. has been producing wrist and pocket watches and wall and table clocks featuring the design and licensed name "Official Swiss Railways Watch/SBB" and distributing them exclusively throughout the world. The Luminox brand holds special appeal for outdoor adventurers and features a unique self-powered illumination system capable of providing a constant glow for up to 25 years. Mondaine has been producing its watches in the state-of-the-art factory in Biberist since 2009 and has been using the energy generated by its photovoltaic system to power up to 80% of production since 2019. The Swiss family business is now in the hands of the second generation, brothers André and Ronnie Bernheim, and is headed up by CEO Niels Møller. Mondaine has around 120 employees worldwide.

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