



WOLF

ESTD 1834

2023

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PROTECTING LEGACY

Over 185 years old,
five generation family-owned brand,
crafting the spaces where legacies live.





LEFT: PHILIP WOLF IV

Our legacy...

1834

Philip Wolf I, a successful German silversmith, discovered that his silver pieces sold better when presented in beautiful boxes. As he began selling more boxes than silver, he refocused his craft thus marking the beginning of WOLF.

1962

Over time, his highly automated factory employed over 300 people and was recognised as the largest manufacturer of jewellery boxes and display materials for all of Great Britain and much of Europe.

1895

Then came his son Philip Wolf II, who convinced his father to move the business to Malmö, Sweden. As time passed, his sons, Ernst and Philip III, proudly continued the tradition of box making.

1988

With the economy and business flourishing in England, the time was right for the Wolf family to assume the biggest challenge they had ever undertaken: tackling the USA and Canadian markets. It was up to Simon Philip V, with guidance from his father Philip IV, to persevere and continue to expand and diversify the company.

1930

Philip Wolf III continued to expand the Swedish factory into its third generation of box making. Progress was slow but steady and then, in 1962, his first son, Philip Wolf IV, immigrated to England to open a new factory.

TODAY

The Wolf family legacy proudly continues, focusing on innovative designs, technological advancements, the pursuit of the perfect design and the protection of your legacies.



Your legacy...

As a five-generation family company, we understand that extraordinary objects are representations of extraordinary moments in life.

Since 1834, the WOLF mark has been a symbol of decades of innovation and the pursuit of the perfect design.

We believe for a legacy to endure it must be nourished and upheld.

Every day in beautiful WOLF cases around the world, centuries-old treasures live side-by-side with exquisite new designs.

We are dedicated to honouring people's stories and the legacies they entrust to us.

Protect your legacy with WOLF

Sustainability

Over the last several years, we have deepened our commitment to sustainability across the company.

We source sustainable packaging and use materials like 100% recycled leather.

Because it matters to us, but also because our commitment to quality is intertwined with the need for sustainable processes and materials.

Protecting your legacy, protecting the planet.

Honouring Craft at Every Level



WOLF
Labour

Our workshops and the people who work in them are the bedrock of our business. We provide safe working conditions, liveable wages and work hard to ensure equal labour rights. Because the quality of life of our artisans directly affects the quality of our products and because we care about our impact on the environment, we also ensure that our factories meet emissions standards and practices.

Impact is in the Details



WOLF
Packaging

We only use recyclable, sustainable and eco-friendly packaging that is made of 70% post-consumer recycled waste. So you can feel good about unboxing your WOLF product as all packaging can be re-used or placed in a recycling bin.

Leather, Reimagined



WOLF
Recycles

Our CEO Simon Wolf has continued his family legacy in many ways, including a deep commitment to environmentalism and protection of animals. To protect your legacy, which is WOLF's core aim, we must do our part to protect the health of the planet. All of our watch winders are wrapped in 100% vegan leather; because the highest quality and luxury can also be sustainable.

New and Innovative Packaging



WOLF
Materials

At WOLF, we only use certified FSC 100% recycled paper, certified recycled corrugated cardboard and 100% recycled cotton and polyester materials. Our new accessories collection is 95% sustainable, with materials made from recycled PVC, apple pulp and plastic bottles.

Minimising Effects on Planet Earth



WOLF
Change

WOLF has a long history of caring about climate. Philip Wolf III wrote about 'climate change', in his book, 'Land Drainage and its Dangers as Experienced in Sweden', 58 years before the term had been coined. Philip wrote on subjects related to how we were already affecting the climate of the earth.

Family Legacy of Conservation



WOLF
Conservation

Simon Wolf's grandfather created the Swedish Salmon and Trout Association. The inauguration took place in August of 1948 when he opened Håstad Mill. As a lifelong fisherman who cared deeply about the water quality and the impact the fishing industry had on the planet, it was one of his greatest achievements that continues to inspire Simon Wolf's commitment to conservation.

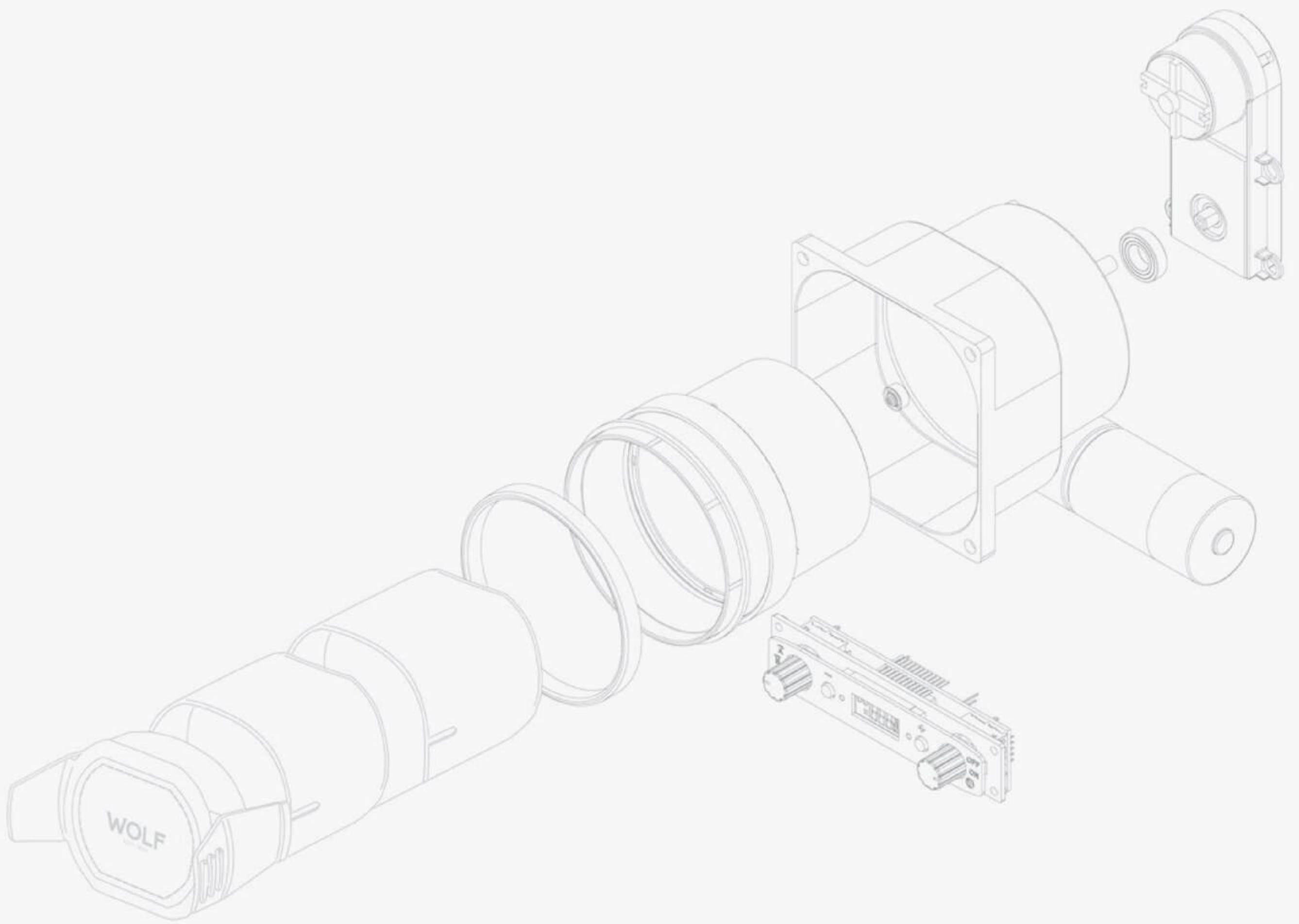
PATENTED TECHNOLOGY AND DESIGN

**ONLY OUR WATCH WINDERS
COUNT TURNS PER DAY**

WOLF, first to count Turns Per Day, first with the unique Return To Start feature, first to engineer a safe Lock-in Cuff, now first with their patent pending "Dynamic Cuff". One cuff, three sizes...genius.

Why guess when you can be precise,

WOLF, always innovating.





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WATCH WINDERS

A WOLF watch winder is a handmade precision instrument that focuses on the health of your watch using patented technology. Only a WOLF counts Turns Per Day, all other winders simply use time to estimate rotations. With a Lock-in Dynamic Cuff, allowing for varying wrist sizes and unique Return To Start feature, WOLF's winders combine clever design with innovative technology. If you value your watch, then wind it in a WOLF.

PROTECT YOUR LEGACY



Printed by a UK CarbonNeutral® company. Manufacturing mill and printer registered to the Environmental Management System ISO14001 & Forest Stewardship Council® (FSC®) chain-of-custody certified.