

# MEDIA RELEASE

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## **Tornos launches its new product dedicated to the watchmaking industry: The SwissNano – It is as well a full commitment to the next generation**

**The machine-tools manufacturer today launches its new SwissNano machine in Moutier. Different, dynamic, futuristic, the SwissNano is a break with tradition. With this machine, Tornos aims to meet the needs of the watchmaking industry. Backed by its wish to promote the image of the mechanical professions, the company is using this radically different machine to reinforce its commitment to the training of young people in Switzerland.**

Moutier, 4<sup>th</sup> March 2013

For many years, Tornos has been committed to promoting training, and also has its own training centre. A considerable amount is invested each year in training. In addition to the training centre in Moutier, the company works with six schools in the Jura area to train both young people and adults.

Bar turning for watchmaking has undergone major expansion in the region in recent years. To contribute to the future of this profession, Tornos aims to reinforce its collaborations in the coming months by using its new SwissNano product as a platform for safeguarding the expertise and future of bar turning for watchmaking as an asset to the micromechanics industry. This commitment to training is essential for the machine-tools manufacturer.

Micromechanics, which includes watchmaking, is one of the four priority market sectors for the Moutier-based manufacturer. Sales of Tornos' specialist watchmaking machines are largely to the Swiss market. This is why the company started the Journées Horlogères Tornos in 2008, a special event wholly dedicated to the watchmaking industry and which has demonstrated its success by growing each year since.

This week, Tornos will introduce the SwissNano during the 5th Journées Horlogères. Entirely designed, developed and produced in Switzerland, the SwissNano has been created with the specific needs of the watchmaking industry in mind.

It is no exaggeration to say that the SwissNano is unique and radically different to conventional bar turning machines. The technology used in this new machine guarantees the extremely high precision required by the watchmaking industry; its thermal stability is unrivalled, the perfectly ergonomic design facilitates precision setting and it has built-in setting aids to facilitate the operator's work. The machine also boasts an attractive and highly compact design; it is available in a range of vivid colours.

The goals set for the SwissNano are clear: to benefit the watchmaking industry and young people. While the technical solutions used mean that it meets the requirements of the industry perfectly, the unique design will certainly ensure it achieves this second goal. What is more,

the machine can also communicate with a touchscreen tablet. The application has been specially developed for it in conjunction with the Haute Ecole Arc Ingénierie (Arc Engineering College). With the SwissNano, Tornos aims to send a positive message to the younger generations and reach a new milestone both for the company and for bar turning.

More information on SwissNano [watchme.tornos.ch](http://watchme.tornos.ch) and [www.tornos.com](http://www.tornos.com)

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