

Sinn

SPEZIALUHREN ZU FRANKFURT AM MAIN

U1 DE

The special edition to mark the 30th anniversary of German reunification, limited to 300 pieces.



Germany will be celebrating the 30th anniversary of German reunification on 3 October 2020, an event we would like to acknowledge with the U1 DE special edition. The reunification has another significance beyond this historical date for us as a German watchmaker. For us it's synonymous with the story of two companies which continue to actively embrace the merging of East and West to this day: qualified engineer Lothar Schmidt, owner of Sinn Spezialuhren GmbH, and Doctor of Engineering Ronald Boldt, co-owner and Managing Director of Sächsische Uhrentechnologie GmbH Glashütte (SUG), have continued to develop the partnership established in 1999 between Sinn Spezialuhren and SUG. Lothar Schmidt has held 74% of all SUG shares since the disastrous flood of 2002. Working with Ronald Boldt, he has created an upmarket case manufacturing company, which is now successfully managed primarily by son Daniel Boldt.



U1 DE with solid bracelet in stainless steel with Black Hard Coating. ø 44 mm (scale: 1:1)



U1 DE with black silicone strap. ø 44 mm (scale: 1:1)



U1 DE with red silicone strap. ø 44 mm (scale: 1:1)



Back and side views. (scale: 1:1)



U1 DE – luminous design. (scale: 1:1)

Model U1 DE

The special edition to mark the 30th anniversary of German reunification, limited to 300 pieces.

Limited to 300 pieces

Special edition in Germany's national colours with a high-gloss, gold-plated second hand

Case and crown made of high-strength seawater-resistant German Submarine Steel

Black Hard Coating on a TEGIMENT Technology basis

Tested based on European diving equipment standards and certified by DNV GL

Pressure-resistant up to 1,000 m diving depth (= 100 bar), certified by DNV GL

Captive diver's bezel with minute ratcheting

Crown at 4 o'clock to prevent pressure on the back of the hand

Sapphire crystal glass

Low pressure resistant

Since it was founded, SUG has produced cases for Sinn Spezialuhren, whose requirements in terms of construction and production are extremely demanding. Its cases are a prime example of technological skill and high quality, in particular. The U1 DE case is made from high-strength German Submarine Steel, which is highly resistant to saltwater and boasts outstanding non-magnetic properties. The diver's bezel with minute ratcheting has a captive connection to the case. The watch comes with an all-over Black Hard Coating, which we use exclusively for surfaces with TEGIMENT technology. It's this combination alone that makes it possible to achieve the high quality of the colour coating.

To mark this special occasion, we've designed the watch in Germany's national colours. The colours black, red and gold, which have always been a symbol of German reunification and are anchored in the constitution as the colours of the flag, go all the way back to the Wars of Liberation (Germany, 1813–1815). The black, red and gold flag appeared in its present-day form at the Hambach Festival of 1832 for the first time. Reunification was celebrated with the raising of a black, red and gold flag in front of the Reichstag building in Berlin.

THE STORY OF A PARTNERSHIP BETWEEN EAST AND WEST

There are statements of historical significance, eternalised in history books and in public consciousness. 'Now what belongs together will grow together' is just such a statement, made by Willy Brandt when the Berlin Wall came down on 9 November 1989. Now a popular saying, this quote provided guidance to many people in the East and West, as the former chancellor had spoken from the heart, calling for everyone to work together to shape the process of reunification. Which isn't as easy as it sounds. People often get stuck in their mindset in their own world.

Working together towards success

Lothar Schmidt and Ronald Boldt didn't have this problem. In fact, they welcomed the idea of 'growing together' and actually put it into practice – also because the ridiculous clichés of know-it-all Western Germans and whinging Eastern Germans never played a role. Looking back, the two of them talk about an exemplary partnership between East and West. There were plenty of setbacks

after SUG was founded in 1999. The disastrous flood of 2002 resulted in a complete write-off for the company, which was then forced to start over from scratch. They also weathered the financial crisis of 2008 and the watchmaking crisis of 2016 together. Despite all these trials, they managed to raise SUG to a technical standard that now fulfils the highest demands in terms of technology and quality.



The flood of 2002 was also disastrous for eastern Germany and resulted in a complete write-off for SUG, which had only been established in 1999.
Photo: Stefan Höhnel



Dresdner Strasse 5 in Glashütte: SUG's production facility is located here in its own company building on the popular 'watch mile', surrounded by prestigious watchmakers.



Manufacturing watch cases is a highly demanding task, often requiring genuine craftsmanship. Even assembly is subject to the highest quality standards.

Sinn

SPEZIALUHREN ZU FRANKFURT AM MAIN

SUG

Good chemistry from the start

Strictly speaking, the partnership between Lothar Schmidt and Ronald Boldt began in 1998 at a motorway service area, where they got together for the first time to discuss the idea of collaboration. They had good chemistry from the start and there was such a high level of trust between the two that it didn't take them long to decide: 'We'll do it!' There were two factors that made it an easy decision: Ronald Boldt was eager to be self-employed and find a business partner for the new company he was planning to start. And Lothar Schmidt was looking for a new supplier of high-quality cases. The fact that both of them are technically minded further promoted the mutual understanding and trust. The local circumstances in Glashütte were also just right: there weren't any companies that could produce high-quality cases for mechanical movements out of premium materials even in small batches.



Lothar Schmidt, owner of Sinn Spezialuhren. Working with Ronald Boldt of SUG, he has created an upmarket case manufacturing company.

A brand in case manufacturing

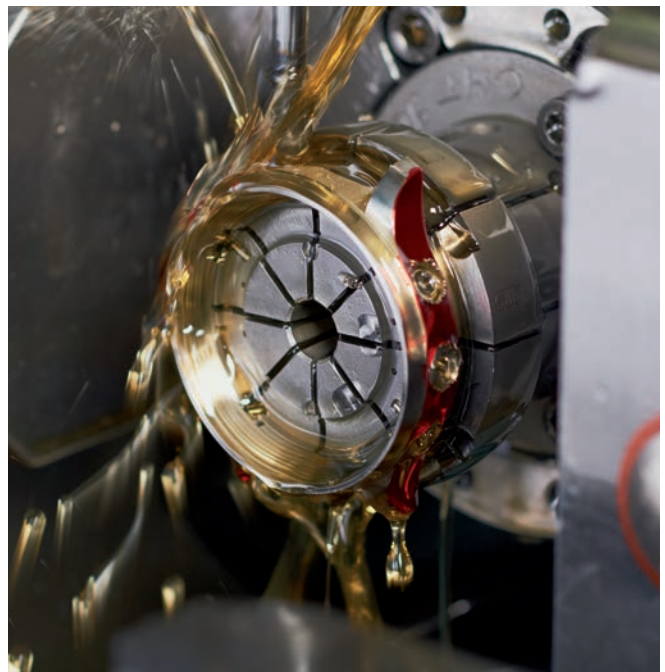
What followed was nothing short of groundbreaking, as developing a company with a new technological focus from the ground up and without the support of a group or investors was a bold move. SUG is now housed in its own historical company building with cutting-edge workspaces on the 'watch mile' in Glashütte. And it's a case manufacturing brand whose name stands for premium German engineering in the precision engineering sector. Continuity has also been ensured, as son Daniel Boldt has assumed a majority of the management responsibilities at SUG, which he has been a part of in a variety of positions since it was founded.



Two generations of SUG: company founder Ronald Boldt (left) and his son Daniel, who has assumed a majority of the management responsibilities at SUG.

Milestones in the company's history

For Lothar Schmidt and Ronald Boldt, it was always what they had in common and what united them that allowed them to embrace the concept of growing together. This insight has always been a matter of course from the very beginning and has since become an important milestone in the histories of both companies. Ronald Boldt put it best during his speech for SUG's 20th anniversary: 'If ever there were an award presented for an extraordinary East-West partnership, our chances would be very good.'



Milling a watch case on a state-of-the-art CNC machine.

Sinn

SPEZIALUHREN ZU FRANKFURT AM MAIN

Sinn Spezialuhren GmbH
Wilhelm-Fay-Straße 21 · 65936 Frankfurt/Main
Tel +49 (0)69 97 84 14-200 · www.sinn.de
Fax +49 (0)69 97 84 14-201 · vertrieb@sinn.de

As at: September 2020