

## Press Release

New quartz line

# Glycine is expanding its collection

**Glycine is reacting to an increasing demand on important sales markets and is expanding its collection with quartz watches.**

The almost 100 year old Glycine Watch SA is known for its mechanical watches and simplicity in design. Now, they are launching a quartz line – with watches that are typical for Glycine: with a clear design, high functionality and good quality. Stylistically the first model, the Iguana Quartz, bears distinctive characteristics of the globally favoured mechanical Combat family by Glycine. Other new quartz models within the Combat line will be introduced step by step by 2007.



“We expect to achieve a greater market presence for Glycine with this expansion of our product range“, says Katherina Brechbühler, CEO of the traditional brand-name from Biel. Quartz watches meet a need and are in increasing demand on important sales markets – also particularly by younger customers.

The new line is equipped with the latest, best quartz technology and comes with Glycines typical quality characteristics such as sturdy and waterproof steel case and sapphire crystal. The Iguana Quartz is coming onto the market with black, yellow, blue and khaki dials. Dial and hands are supplemented by a luminous material and guaranty good legibility. The watch has a diameter of 40 millimetres, is waterproof up to 50 metres and comes with a leather strap. It costs about 360 Swiss Francs or 230 Euro.

## **Glycine Watch SA – Tradition since 1914**

The watch company Glycine Watch SA in Biel is renowned for sturdy high-quality watches with large diameters. The company offers a wide range of mechanical aviator watches, chronographs and diving watches and has sales outlets in over 30 countries. Since being founded in 1914 by Eugène Meylan, Glycine has remained a family company, co-owned and managed by Katherina Brechbühler, who is also responsible for design, and her father, Hans Brechbühler.

**High quality photos and text under: [www.glycine-watch.ch](http://www.glycine-watch.ch) -> Media**

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