

WATCHES AND JEWELRY

## IWC offers insights into what materials go into its watchcases and why

January 23, 2020



*Lorenz Brunner, IWC Schaffhausen department head of research and innovation, shares information on the materials behind the watchcases. Image credit: IWC Schaffhausen*

By STAFF REPORTS

Swiss watchmaker IWC Schaffhausen has set out to lift the curtain behind the materials that go into making the cases of its timepieces as part of its [#IWCEExplained](#) series.

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The company enlisted Lorenz Brunner, IWC department head of research and innovation, to peel the onion back on the use of gold, bronze and its own Ceratanium, which combines the words ceramics with titanium but not the materials.

Making the case

In the videos, Mr. Brunner explains the different materials and methods that IWC uses to make its watchcases. He answers not only about materials, but the reasons behind the choice via short questions on manufacturing, design and sustainability.

[One video on Ceratanium](#), lasting two minutes and 27 seconds, focuses on the material and how it came about, with the process for shaping the case.



*IWC Schaffhausen Pilot's Watch Double Chronograph Top Gun made out of its own Ceratanium material. Image credit: IWC Schaffhausen*

Another video, titled "The Beauty of Bronze," lasts one minute and 50 seconds, focusing on what makes IWC's bronze so special, the patina that develops and why patience is a virtue when it comes to wearing the metal.

The third video is an introduction to the materials, running two minutes and 23 seconds. It is a primer on the materials and the work involved in making them come to life.



*IWC Schaffhausen: making of a watchcase. Image credit: IWC Schaffhausen*

Complementing that set of videos is a four-part podcast series where IWC talks to well-known personalities about the development of the watchmaker's complications and the cultural history surrounding them.

The first episode sheds light on the story behind Kurt Klaus' innovation of the perpetual calendar complication.

IWC takes pride in the fact that it has more than 16,000 watches and documents in its archives since educating its customers and employees is a key to the company.

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