

Salanitro, a watch industry general contractor

Salanitro maintains a low profile that keeps its customers in the limelight. Its size and reputation are leading more and more brands to entrust it with their entire production process, but this leading watch industry supplier is bound by a strict code of conduct that prevents it from divulging any names.

Over the past two decades, over 120 Swiss watch brands have come to rely on the multiple skills united within this pole of competence. In recent years, an average of 60 prestigious brand names have developed a mutually beneficial relationship with this watch industry general contractor.

Supplier status: *enjoying life in the shadow of...*

For watch brands, discretion as a watchword guarantees a trust-based relationship affording all the superlative assets of an intimate partnership. For Salanitro, the role of supplier implies remaining in the shadow of its customers, which means a personal relationship that involves sharing their economic ups and downs. Its greatest current satisfaction stems from a joint determination to weather the storm together.

SALANITRO, IN A FEW DATES

1989, industry debut for Pierre SALANITRO
1992, creation of SALANITRO SA
1993, first watch client
1994, first employee
1998, impressive growth
1999, acquisition of SERTI-CONCEPT SA (with CNC)
2000, acquisition of POLIFER SA (polishing and finishing)
2003, acquisition of SERTIS CRÉATIONS SA and of TECHNOR SÀRL
2004, merger of SERTI-CONCEPT SA with POLIFER SA and TECHNOR SÀRL (the latter two cease to exist)
2008, complete remodelling of the gem-setting workshops



Market hazards are a breeding ground for opportunity

As if sheltered from the upheavals all around, the reassuringly large company has maintained a large number of watch professions inside. It attracts clients who have had their share of risky ventures boosted by the bullish economic environment. These ephemeral entities suddenly began showing signs of a vulnerability that could be dangerous to the manufacturing secrets and industrial continuity of their clients who became tired of having invested their hopes and means into concepts sublimated by state-of-the-art imaging technologies but which didn't actually work...

SEVERAL PROFESSIONS

Since the 1970s, certain watchmaking professions formerly considered as "overly industrialised" have been duly recognised. As a watch industry general contractor, Salanitro encompasses a number of useful fields of competence including logistics, customer relations, purchasing, methods, design, creation, prototype-making, R&D, exceptional products unit, calibrating, machining, manufacturing, polishing, rhodium plating, finishing, inspecting, gem-setting, international after-sales service, etc.

From first sketch to after-sales service

In such cases, it's far easier to trust a single 'conductor' with a flair for combining the complex specifics of production processes. The path from a first hurriedly drawn sketch to the finished product can be long and tortuous, while inadequate handling of after-sales service can be extremely prejudicial to the brand image. The latter service is thus an integral part of the Salanitro offer, simply because a client once requested it. Far from being a testing ground, it has become a showcase for its broad range of expertise.

The human factor: creativity

Within this industrial puzzle, Salanitro also serves as a buffer between the current drop in sell-out and the expected recovery. Such a period can seriously weaken even a well-rooted brand and serve as added incentive to rely on professionals and global project managers. Some brands have come to regret attempts to integrate the entire production process at all costs.

The challenges currently facing the industry prove beneficial to a watch industry general contractor, the guardian of countless precious secrets. In a true partnership, clients are reassured by the promise that no Salanitro brand will ever emerge and that this supplier is committed to sharing all their ups and downs. Mix all of that in with a penchant for creativity confirmed by a series of patents, an in-house atmosphere focused on personal value, and you have the fuel required to kick-start the industry. Wheels are by nature bound to turn...

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