

PRESS RELEASE

Pierhor SA joins the Acrotec Group

Ecublens (Vaud), 16th August 2017 – [Pierhor SA](#) joins the Acrotec Group. After the acquisition of Gasser-Ravussin SA at Lucens in April 2017, the Acrotec Group expands its activities in the domain of synthetic stones for the watch and industrial end-markets. Mr. François Durafourg, CEO of Pierhor SA, will remain close to the Acrotec Group to oversee and facilitate the development of the non-watch business: « I am happy to join the Acrotec Group with the importance of securing the future of Pierhor. Given the difficult context with which the watch stones industry faces currently, I made the decision to join the industrial platform Acrotec », declared Mr. François Durafourg.

The Acrotec Group has created a new synthetic stones division which comprises of Gasser-Ravussin SA and Pierhor SA. The division will benefit from the technological pillars and R&D of both companies and join forces in investments in new technologies.

Mr. Jean Michel Uhl, CEO of Générale Ressorts at Bienne, will lead the synthetic stones division of Acrotec. « These companies will be more technologically sound. They will benefit from the commercial capabilities of the group, especially with regards to the non-watch markets », declared Mr. Uhl. . Mr. Fabrice Lambert will assume the position of technical director and production for both entities.

Mr. François Billig, president of the Acrotec Group, explains the rationale of this new step: « The acquisition of Pierhor SA is coherent with our plan for vertical integration on strategic components, namely ones used in the production of shock absorbers. The industrial pillar of Acrotec is today a strong force which will enable the watch brands to partner with a unique supplier ».

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