

# CASE STUDY



**PROCADRANS**  
AFFICHAGES HORLOGERS

## Decorative watch components

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### PRODUCT

#### Up to 2mm thick decorative watch components for luxury watches

- Watch dials made of brass, steel, and golds
- Markers made of brass, steel, and gold

LMJ used for:

- Small to large series (100 to 10k pcs)
- Cutting and drilling parts for brands/ Richemont group



### CHALLENGE

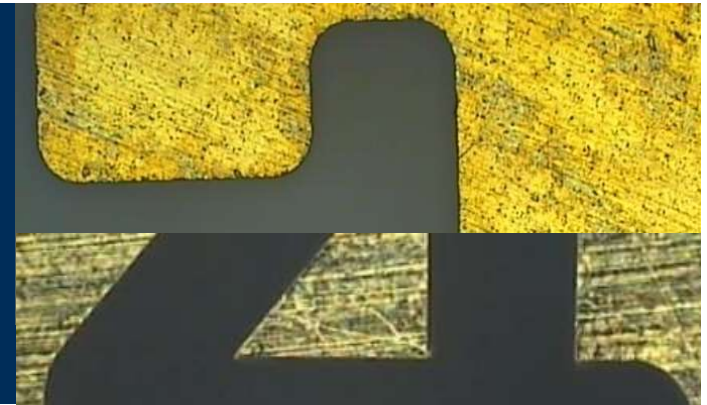
#### Flexible & stable tool for production

Main processing criteria:

- High throughput (up to 10k pcs/reference)
- Complex shapes
- No burrs
- No heat affected zone (HAZ)
- Process flexibility: any kind of metals
- Perfect verticality
- Narrow tolerances
- Excellent surfaces quality

Machining technologies able to reach these criteria:

- Stamping
- Laser MicroJet (LMJ)



### SOLUTION

#### Best flexibility, ease to use, able to reach expected top quality/tolerances, production-proven, optimized ROI

LMJ advantages versus stamping:

- Better ROI for <10 k pcs (low costs per series- no costly stamp to supply etc.)
- Complex shapes possible

Installed machine type:

- 1 x LCS 300
- 100 W green laser



LCS 300

