



PRESS RELEASE – New Product Launch For Immediate Release

8/30/2018

Hermle North America Announces a New Line of Swiss Stone Pine Clocks!

Hermle North America is Going Back to Basics with Their Newest 'Au Natural' Designs.

Amherst, VA: Ahead of the design trend that is bringing back natural, raw woods and antique style, Hermle North America is announcing the addition of our Swiss Stone Pine collection of wall and mantel clocks to our High Point Market showroom just in time for the Fall Market. The new collection includes clocks at a wide range of price points in four styles – modern, traditional, transitional, and updated transitional. The collection's look has been designed to coordinate with a variety of other home décor accessories, making it easy to create a complete look for any space.

Since it first opened its doors in the United States in 1977, Hermle North America (previously known as Hermle Black Forest Clocks) has continued to create beautifully handcrafted pieces including traditional grandfather, modern floor, pendulum, and mantel clocks with both mechanical and quartz movement options.

The Swiss Stone Pine (*Pinus Cembra*) is a species of Siberian yellow pine that is uniquely found in the Alps and Carpathian Mountains along the Danube river across Central and Eastern Europe.

"The Swiss Stone Pine collection was an attempt to return to simplicity. This is the future of pure design, where the natural beauty of the wood is perfectly complimented by the brass of the intricate movement," says Darlene Ethridge, Vice President of Finance at Hermle North America in Amherst. "This natural design is all a part of the methodical process we've made in our steps to reach designers and the design trends where they are, and to really show our customers that beautiful clocks still have a place in interior design."

Hermle's full collection of clocks ranges from clean and contemporary to stately and traditional, with some eclectic cuckoos thrown in for good measure. "Technology has completely changed the way we react to clocks," Karel Dobes, Vice President of Sales says. "People don't need clocks to function as working timepieces anymore, because we all use our cell phones or digital clocks. What they're looking for is a connection that reminds them of their past. At some point or another, everyone has a connection to a clock and the sound of a chiming clock takes them back to that time."

Hermle North America's clock offerings will continue to grow over the next year as it looks to build more partnerships with a variety of interior designers through its Designer Trade Program, which works directly with interior designers to offer the best in design and value for their varied projects.

Hermle North America's Swiss Stone Pine collection is currently in stock and ready to ship. Customers can shop the new collection on hermleclock.com and will be able to see the clocks in person at our High Point Market showroom in IHFC C365 during High Point Market, October 12-17, 2018.

For more information about Hermle North America's complete line of products, visit hermleclock.com.