

## Rolex - Precision of luxury

Rolex watches are traveling all over the world from the highest mountain peaks through to the deepest oceans. Standing as a symbol of true success and excellence in all aspects of human activities. The history of one of the most prestigious and well-known brands began in 1881 when, in Kulmb, Germany came to the world Hans Wilsdorf. Orphaned at the age of 13 years Hans, very quickly realized that everything in life will have to be alone.

In 1900, the company hired in dealing with export of watches, with headquarters in La Chaux De Fonds, where he still has a lot of head offices, business watch movements. Free time devoted to expanding knowledge about zegarkach and its structure. Five years later Wilsdorf moved to London, where he decided to use the experience provided her own business. Together with Alfred Davis in 1905, the company Wilsdorf & Davis. At first they were in the distribution of clocks and pocket watches in leather travel pouch. Soon, however, Wilsdorf, far ahead of its competitors vision, he began to think about the construction of a watch on his hand. It was a time in which most of the producers were against this type of watches claiming that less than pocket mechanisms fail to meet the conditions of their everyday use and will be vulnerable to damage due to frequent dust and sweat on the inside of the envelope. It also fears that the smaller the mechanisms can not be regulated so precisely as the search for appropriate mechanisms pockets. W got to Bienne, where he had established his company, Herman Aegler. By providing access to the mechanisms of sound, the company Wilsdorf & Davis has created a series of models, from the elegant sport. Watches produced were sold to other companies, which put its logo on the shields, while inside the envelope was signed "W & D". 1908 company Wilsdorf & Davis was already one of the largest market for English and then the moment came when Wilsdorf decided that they will sell watches under its own brand. The name was to be short, entering the ear and easy to pronounce in all languages. Do not confirmed the legend says that the name comes from the French Rolex return Horlogerie Exquise, identifying the ideal. Another milestone in the history of Rolex is the date of 22 March 1910, then a device that the company has received certification for chronometer watch. Four years later, on 15 July 1914, after 45 days of testing watch Roleks received the prestigious title of chronometer Kew A Certificate, issued by the Kew Observatory. Requirements for clocks reported by the manufacturers for testing were so stringent that, so far received only marine chronometry. In this way, Wilsdorf ultimately proved that the wristwatch can be extremely precise. Then it was decided that every Rolex watch will be carefully checked for accuracy on the timing. Creator Roleks I figured the watch, who will not fear or water, or dust. Today, it is nothing strange to us - the type of watches that are universal and no longer surprise anyone. Few decades ago this was not, however, such self-evident. Achilles heel of each watch is lace and lid - that they usually get to the inside of the envelope is moisture and dust. In 1926 Wilsdorf solve this problem - born Olster Rolex - a watch with a watertight envelope and lace. Excellence of this patent has been confirmed by the spectacular performance Mercedes Gleitz to 14 June of the same year English Channel by swimming. The whole world can see his photo log of the outgoing water tired, you can see where his hand was a Rolex watch. This step marketing, which is not and today no company has brought the expected results. The Rolex Oyster soon became a synonym for the whole world really resistant watch, and its reliability confirmed a number of sands on the sea and desert, where most of watches such as archaeological excavations at the time, quickly. Another legend, also has not confirmed by the company, says that the name of Oyster Wilsdorf created in the course of the adoption when he was trouble opening oysters, and so it became a symbol of resistance and the strength of the new envelopes.