
Subject: Re: Autowind 710RSS

Posted by [Passion](#) on Wed, 05 Nov 2025 13:16:54 GMT

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Salut,

For information ;-)

Two screw-machining workshops were built on the site around 1961 for the companies Zwahlen and Le Microdécolletage. The first was for Ets André Zwahlen et Cie, SA (with a capital of 80,000 francs), established on May 23, 1955, which carried out high-precision screw machining on Rue de Saint-Hippolyte. It manufactured winding crowns and barrel arbors (later complete barrels) for the watchmaking industry, as well as components for special pinions, etc. This small company (classified in 1963 in the category of 0 to 10 employees) was founded by a former technical director of Cheval Frères, located at 4 Rue de la Gare, when the latter relocated to Besançon. The second workshop belonged to Sarl Le Microdécolletage, which, having originated from the Tissot Frères company, was then located on Rue de l'Helvétie. It was expanded two years later (the site then comprised three buildings). Microdécolletage merged on January 12, 1967, with Coeur dor, a company founded in 1950 that officially began its surface treatment activities (silver plating, gold plating, nickel plating, rhodium plating) on

1950, Coeur dor had its registered office at 10 rue des Villas in Besançon and its production site in Charquemont. At its inception, it was managed by Joseph Nappey, a watch case manufacturer in Charmauvillers, who announced on May 3, 1950, the opening in Charquemont of "a workshop where the electrolytic deposition of metals will be carried out," in a building that had housed the Emile Walcker watch factory (11 rue de l'Eglise). Transformed into a public limited company (SA) on December 30, 1958 (with a capital of 150,000 francs in 1972), the company then transferred its workshop, still in Charquemont, to the former Victorin Frésard watch factory (at 12 rue du Château), which it vacated around 1974 when it relocated its operations to Maîche. In 1967-1968, it had a new building constructed in Maîche, behind the existing ones. In 1970, this electroplating plant employed 23 people, working 46 hours per week. It was managed by Stéphane Sandoz (founder of Technic Ebauche in Maîche and future owner of Frainier in Morteau), later replaced by his son-in-law Robert Jeambrun (whose father – also named Robert – founded the company Jeambrun Appareillages, located on Chemin de la Rasse, and whose grandfather established the Joseph Jeambrun watch blank factory on Rue de Saint-Hippolyte in 1900). Coeur dor expanded during the 1980s with new activities (and an additional building between the existing ones): polishing in 1983, lacquering in 1986, and PVD (physical vapor deposition, or vacuum deposition) in 1989. The company acquired the Zwahlen building, which was taken over (around 1985?) by a Mr. Gillet. It is at the heart of the Surfaces Synergie group, active in the luxury goods industry (watchmaking, jewelry, leather goods, eyewear, pens), which was founded in 1992 and comprises: Coeur dor for precious metal plating and thick lacquers; Ionitec for ceramic, PVD, and thin-film coatings, in Mamirolle; CP Luxe Composants for the development and manufacture of luxury metal parts and accessories, in Morez (Jura); and Cubimateria for assembly, polishing, and electroplating, in Fundao, Portugal. The group employed 200 people in 2010, the year a new building and wastewater treatment plant were constructed at the Maîche factory. It employed 121 people in 2012, including 26 at this latter facility.

File Attachments

1) [coeur_d_or.png](#), downloaded 216 times

