

A 3D view of the workshop at Jean SINGER & Cie SA with ScreenN

Jean SINGER & Cie SA has installed two big touchscreens in its prestigious dial-making workshop. They're a dynamic, high-tech tool for visualising production in real-time.

In the premises of the respectable SINGER SA in centre of la Chaux-de-Fonds, visitors step into the silent atmosphere of careful hands carrying out delicate processes. When examining the perfect disc that a skilled employee is working on, interest soon gives way to admiration and respect.

These meticulously worked dials that are destined for the biggest names in luxury watches, carefully nestled in their compartments, are highly refined.

The art of the industry

It is impossible to imagine that the beauty of these dials is born of a series of industrial processes. Art or artistry seem more likely, but the savoir-faire in precision mechanisms, setting, polishing, electroplating, varnishing, faceting and mounting is well and truly part of the watchmaking industry, an industry in which SINGER SA is a partner of choice.

“Independent in the watchmaking industry – not easy but has competitive advantages”

The family business SINGER SA, which has been around for almost a century, is one of Switzerland's last independent dial-makers. This is not the most comfortable position to be in, but this status gives the company a significant advantage: the staff's incredible loyalty is a measure of ongoing quality.



Joris Engisch
Director of Jean SINGER & Cie SA

Director Joris Engisch is aware of this advantage, all the more so because this sector has a unique characteristic. “There is no official training for the dozens of professions required for manufacturing dials. Many of our 230 employees learned their trade here in our business.”

Localise series that the company is producing

There are a lot of employees, the pieces being handled are very delicate, the work is remarkable and irreversible.

Production needs to be monitored very closely, without actually having to go and check on every workbench whe-

ther a process will soon be started or was recently completed.

These are the thought processes that led to an innovation **in extracting data from the ERP**: the directors of SINGER SA decided to focus on the information connected to production, with the same precision used for the production of the dials themselves. The result? **The workshop has equipped itself with a new, high-tech tool.**

The head of the workshop now distributes the work on two ScreenN touchscreens in the middle of the building in real-time, and monitors the production status on a 3D representation of the 80 workbenches. **When you activate the**



The status of a production order is entered into ScreeN by the head of the workshop and automatically associated with the data extracted from the ERP

chosen zone on the screen, the list of work pending or in progress appears instantly.

“Now we know exactly where each of our series is, and which operations need to be carried out before delivery,” explains Joris Engisch. “The simplified information from the ERP is accessible to all the staff, including the operators who don’t work behind a computer.”

An interactive plan on ScreeN

“The idea of information on big ScreeN screens immediately appealed to SINGER SA, which was trying to make certain information from the ERP more accessible in the workshop,” says Stéphane Ménard, co-director of BOS-Software.

“Touchscreens – a practical solution”

“The idea of the touchscreen surface took off immediately for practical uses. The localisation of series on an interactive map of the business’s premises is a very intuitive visual solution,” he added.

When an operator finishes her work, she moves the series to another section of the workshop for the next manufacturing process. ScreeN doesn’t only re-

cord the processes carried out, but also the exact workbench where the series can be found. This localisation in real-time saves a lot of time and effort.

A “waiting area” also appears on the screen to show upcoming production orders. This strategic information makes it possible to save time when setting machines and by grouping similar series.

Joris Engisch is already envisaging other innovations based on this project – he is in his element when it comes to engineering and production processes. That’s his real passion.

After looking at the ERP data in the workshop, another appraisal is waiting for him. A client has given him sketches

of the dial which will be the centrepiece of his new collection of prestige watches. How do you take the step from imagination to creation? That’s the dial-maker’s art.

As told to Sophie Ménard
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