

## Rolex watches An excellent history in watch generation

Contributed by admin  
Tuesday, 13 June 2006

The prestigious Rolex watch was founded by Hans Wilsdorf and his brother-in-law Alfred Davis, in 1905. By 1908 it had become one of the leading watch companies in the UK. It was in this year that he coined the name Rolex. It was named Wilsdorf and Davis and originally it imported Hermann Aegler's Swiss movements to the UK. The movements were then placed in cases made by Dennison and others. These watches were sold to jewelers, who placed their own names on them. The Brand name had "W&D" marked in inside of the earlier watches only. The company shifted from the UK and set up its headquarters in Geneva, Switzerland, in 1912. Before that the company registered the trademark "Rolex" in La Chaux-de-Fonds, in Switzerland, in 1908. Officially the company was registered in famous name ROLEX on 15 November 1915. ). Wilsdorf was said to desire his watch brand's name to be easily pronounceable in any language. The company name was officially changed to the Rolex Watch Company during 1919. It was later changed to Montres Rolex, SA and finally Rolex, SA.

The company's innovations are the first Self-winding watch, the first waterproof wrist watch case with the date on the dial. Rolex was the first watch to show two time zones at once, and most importantly the first watchmakers to earn the coveted Chronometer certification for a wristwatch. To date, Rolex still holds the record for distinct certified chronometer wrist watches. It is believe that not many people are aware of of this company, who participated in the development of the original Quartz watch movements in early 1970s. Rolex also has made very few quartz models for its Oyster Line. The first Self winding wrist watches were produced in 1931 by this company. saw the creation of the Perpetual Rotor, a mechanism now seen as the basis for self-winding movements.. It used the movement of the wearer's arm to wind itself and made manual winding unnecessary. It also eliminated the risk of over-winding. Rolex was also the first watch company, who create a truly water proof watch &mdash; another milestone from novelty to functional timepiece. The watch survived and tested as having kept perfect time during its descent and ascent. The W&D Company has also made reputation for making suitable watches that are so convenient for the extreme conditions like Deep-sea Diving, mountain climbing, and aviation. Not only these models but also models like sports watches, glamorous watches were also highly acclaimed which makes it reputation.

Another well known brand produced by the company is Tudor. It is less expensive but offers good quality. The Tudor line is still sold in Europe, though it is no longer sold in the US.{mosgoogle left}