

Company

Continuous management

Over 130 years ago Andreas Daub lay the foundation stone of one of the World's most important jewellery manufacturing companies. Even as a young goldsmith he recognized that the city of Pforzheim, already known as a traditional place of jewellery production, offered a lot of opportunities for the industrial production of jewellery with a window onto the international market place.

At the beginning of the last century **A*D** was already one of the leading manufacturers of jewellery in Europe. There were the legendary watch chains and Art Nouveau collections as well as gold-plated jewellery produced in Germany for the first time – today there is an immense variety of styles being despatched every day.

The beginning of 2002 was the start of a new period in the company's history:

The move into new spacious premises in an industrial area called "Wilferdinger Höhe" on the outskirts of Pforzheim, where now a team of over 100 highly motivated experts cares about top quality and the strict keeping of schedules. The company is run successfully today by the 4th and 5th generation of the founder's family. There is a strong international orientation based on the participation in trade fairs all over the world and the collaboration with sales representatives and branch offices in different countries providing an individual service for all customers.



Technical innovation

A*D has always been one of the first to introduce new creative techniques; this is impressively proven by a large number of patents and inventions.

3D Scanning and 3D Milling design the jewellery. **A*D** has got the means to use nearly every technique known to industrial manufacturing: Induction melting, centrifugal casting, press forming, stamping, tube forming, wire erosion, laser cutting and welding as well as CNC controlled production.

As important as the use of the latest techniques is environmental protection: a new plant for the decontamination of industrial waste guarantees the reprocessing of effluents to nearly 100% as well as a clean waste management.



Independence in production

A*D's own internal tool making department manufactures nearly all the tools we need at 2D-construction work stations with direct access to CNC wire-eroding, laser and profile cutting machines.

This leads to maximum flexibility and enables a quick reaction to customers' requests.

Induction melting, centrifugal casting, press forming, stamping, tube forming, wire erosion, laser cutting and welding as well as CNC controlled production are some of the most innovative production techniques used by **A*D**.

All outgoing goods are carefully checked according to exactly defined quality assurance guidelines.



Fashionable product range

The huge variety of materials we use gives us on-going inspiration to find something new and beautiful each season: Gold and silver, platinum, gold plated metals, titanium, stainless steel, and other synthetics.

A*D offers earrings, brooches, pendants, necklaces, crosses, bracelets, bangles, men's jewellery, watch chains and coin-mounts in silver and gold.

The **A*D** steel with gold-collection is the biggest in the world. Besides traditional ladies jewellery we also offer rings, cufflinks, tie-slides, money-clips, engraving discs, crosses, bangles and chains for gentlemen.

Each year **A*D's** designers create two new fashionable design-collections as well as many new highlights for each fair – landmarks for jewellery buyers all over the world.

A*D have extensive experience and long standing connections with World renowned brands, producing bespoke special collections, accessories and watch chains. These exclusive items are designed, developed and manufactured to top quality specifications according to each customer's requests. It goes without saying that strict adherence to schedules and discretion are guaranteed.

