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## Press Release

### INHORGENTA MUNICH 2019

## New Ideas for the Timepieces Hall

Andrea Crasselt  
PR Manager  
Tel. +49 89 949 21478  
andrea.crasselt@messe-  
muenchen.de

**Some 50 years after the company's foundation and nearly 20 years after launching its own watch brand, Bruno Söhnle GmbH returns to INHORGENTA MUNICH as an exhibitor after a one-year break, bringing along many new ideas and watches.**

The watch specialist from Glashütte in Germany has taken advantage of the short time-out for a reorientation. "Preserve good things – Add new things" is Bruno Söhnle's future-oriented motto. "INHORGENTA MUNICH is the perfect place to present our new concept to the retail trade", emphasizes Stephanie Söhnle, the Managing Director. "We are very pleased that we could win Bruno Söhnle back as an exhibitor", says Stefanie Mändlein, Exhibition Director of INHORGENTA MUNICH.

Until 2017, Bruno Söhnle had been an exhibitor of INHORGENTA MUNICH uninterruptedly over 40 years. "In this way, we have contributed to contemporary history in Munich. We look forward to continuing our tradition and will present our new marketing concept in 2019 and surprise our customers in Hall A1 Timepieces with new ideas", explains Stephanie Söhnle.

Bruno Söhnle GmbH was founded in 1965 as a sales company for Swiss wristwatches. In 2000, the company launched its own brand successfully. After classic quartz watches, the company has also manufactured automatic and hand-wound watches in its watch atelier in Glashütte since 2010. The company has been a family-owned and owner-managed business up to the present day.

INHORGENTA MUNICH will be held on the exhibition grounds of Messe München from February 22 to 25, 2019.

Messe München GmbH  
Messegelände  
81823 München  
Germany  
messe-muenchen.de



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