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Watches Clocks Calculators

6 Car

"Less but better"

Dieter Rams

Ten principles of good design Braun design

As head of design at Braun, **Dieter Rams** emerged as one of the most influential industrial designers of the late 20th century by defining an elegant, legible, yet rigorous visual language for its products. He defined ten principles of good design.

Good design...

- 1. is innovative
- 2. makes a product useful
- 3. is aesthetic
- 4. makes a product understandable
- 5. is unobtrusive
- 6. is honest
- 7. is long-lasting
- 8. is thorough down to the last detail

- 9. is environmentally friendly
- 10. is as little design as possible





In 1921, engineer Max Braun established his company in Frankfurt am Main, first making radio parts and by 1929 complete power amplifiers and radio sets. Max Braun was one of the first manufacturers in Europe to combine radios and record players in a single unit.

1921

During World War II, Braun was compelled to more or less abandon products for the civilian sector, and in 1944, the Frankfurt factories were nearly entirely destroyed. With 150 employees, Max Braun began rebuilding his company in 1945.

944

Max Braun died suddenly in November 1951. His sons Artur (26) and Erwin (30) had to take over company management from one day to the next. As early as 1951, Braun brothers introduced an employee magazine, soon followed by the groundbreaking Braun Health Center and a modern cafeteria offering high-quality, nutritious meals – traditions continued up until today.

1951

1934

The Braun logo with the distinctive raised and rounded "A" in the middle was born in 1934.



1950

1950 saw the launch of the first electric shaver, the "S 50", combining an oscillating cutter block with an ultra-thin yet stable steel foil clamped above it. This principle – in further refined and perfected form – is employed in Braun shavers up to the present day.



The starting point for the new design concept was a positive assessment of the potential shopper: intelligent and open-minded, someone who appreciated unobtrusive products which left him or her ample freedom for personal fulfilment.

After a landmark speech by designer Wilhelm Wagenfeld on industrial design and the responsibility of the entrepreneur, Erwin Braun felt so strongly confirmed in his plans that he immediately commissioned Wagenfeld with a design assignment. Seeking further designers, Braun in late 1954 discovered the fledgling

"Hochschule fuer Gestaltung" design academy in Ulm, which set out to carry on the work of the Bauhaus movement disbanded by the Nazis in 1933.



The hiring of 23-year-old Dieter Rams, in 1955, had far-reaching implications. Rams started as an interior designer and soon became the nucleus of Braun's own design department. Gradually, the new design style spread not only to the entire product line, but also to all communications instruments - from stationery and use instructions all the way to advertising. This gave Braun a corporate identity long before the term was even coined



TFG2 (1968)

The new design concept implemented by Dieter Rams and the Braun design team quickly gained fame; as early as in the late 1950's. Braun products were selected for prestigious permanent collections such as at the MoMa in New York. During this period, Braun's traditional strength in radios, record players and combined hi fi units continued



In the 1990's two important business segments emerged: electrical oral care and female hair removal. A unique partnership between Braun and Oral-B led to the creation of electric toothbrushes designed by the Braun design team - a partnership still successful today within P&G. Braun also acquired Silk-épil epilators and expanded this into a leading international brand for female beauty.



SK4 (1956)

958

Clocks, watches and calculators were important primarily in the 1980's and set new design standards for clarity and reduction, combined with innovative technology. During the 1980's Braun concluded its presence in the HiFi business with an exclusive 'Limited edition' to then focus on the more lucrative small appliance sector, in particular personal care and household products. Shavers became - and still are today - the biggest business segment for Braun. featuring design innovations such as two-component molding to achieve soft nubs on a hard housing, for better handling.



ABW30 (1982)



Today Braun focuses on the four key segments: male grooming with Braun Series electric shavers, female grooming with Silk-épil epilators, Satin Hair with hair care appliances and household with Multiquick hand blenders and other useful kitchen helpers. The company's values still share the original vision of the Braun brothers: creating products based on respect for people - employees and customers - and using design as an essential medium to achieve this. As expressed by Braun's Head of Design Oliver Grabes, Braun's design philosophy is based on its rich past tradition, but it continues to evolve to meet consumer needs of the future.









• Design awards 2015



BNC016

The Digital VA LCD Alarm clock received an iF award in 2015 from the jury of international design experts. Its ergonomic design allows for better visibility from all angles and an integrated large snooze button doubles up to provide stability.



BN0171

This full ceramic analogue watch received an iF award and a German Design Award in 2015 from the juries of international design experts. A concept watch that is even better in reality, it is a stunning physical interpretation of Braun's 'less, but better' product design philosophy.



Design awards 2014

German Design Award



Braun watches and clocks were awarded a total of four German Design Awards at the annual awards ceremony in Frankfurt on 7th February 2014. The German Design Award is an international premium prize, which successfully enhances the standing of both designers and companies. Prizes are awarded to top quality products and projects from product and communication design, design personalities and newcomers, all of whom are — in their own way— pioneering in German and international design landscape. As an industry competition for the industry that highlights participants' great design expertise, the German Design Award has an excellent public image. This is also down to the reputation of its organizer, the German Design Council, which has been representing and supporting the German design industry with its expertise in all questions relating to design for 60 years now. To win a German Design Award on the occasion of the anniversary of the German Design Council is especially significant – it stands for 60 years of design culture.



BN0095

Following the IF and Red dot awards of 2013, this unique watch was recognised once again – this time receiving four German Design Awards from a jury of leading international design experts in 2014.



Design awards 2013

iF award



Braun watches and clocks were awarded a total of four prestigious iF awards and six acclaimed gold iF awards at the annual ceremony in Munich on 22nd February 2013. The iF design award was established in 1953 and is one of the most highly sought after awards for design excellence.

Red Dot design award





winner 2013

reddot design award reddot design award honourable mention 2013

Braun watches and clocks were awarded a total of two prestigious Red Dot awards and four acclaimed Red Dot 'honourable mentions' in 2013. The Red Dot design award dates back to 1955 and is now one of the world's largest and most distinguished design competitions. Red Dot stands for belonging to the best in design and business.





BNC009BK, BNC009WH

Following the Red dot awards of 2012 these exceptional Braun Digital alarm clocks were recognised once again - this time receiving two gold iF awards from the jury of leading international design experts in 2013.



BNC010BK, BNC010WH

Following the Red dot awards of 2012 these exceptional Braun Digital FM/AM radio clocks were recognised once again - this time receiving two gold iF awards from the jury of leading international design experts in 2013.



BNC013BK, BNC013WH

The new Braun Digital weather station clock has been immediately recognised as a design icon by receiving two gold iF awards and two Red Dot design awards from the juries of leading international design experts in 2013. This clock reinvents the traditional weather station. Its beautiful form has been created to be a show-piece in the home, whilst the unique customisable interface is truly a pleasure to use.



BN0095

Following the success of the Braun Prestige digital watch in 2012, where it won both the iF award and Red dot award, the new Braun Prestige analogue watch has itself been recognised by receiving four iF awards and four Red Dot 'honourable mention' awards from the juries of leading international design experts in 2013. The case of this Braun analogue watch is carved of one single block of steel. This one-piece' construction eliminates the need for a case-back and in turn removes the element of potential leakage. The Swiss movement is mounted into the case from the top before being covered and sealed by the sapphire crystal. This allowed the Braun designers to taper the bottom part of the watch more elegantly and attach the band lugs in such a way that would not be possible with conventional watch construction.

Design awards 2012

iF award



Braun watches and clocks were awarded a total of six prestigious iF awards and two acclaimed gold iF awards at the annual ceremony in Munich on 9th February 2012. The iF design award was established in 1953 and is one of the most highly sought after awards for design excellence. Braun is world renowned for its characteristic, style-defining form language. It is Braun's comprehensive technical and design quality that makes every product so fascinating. The reflection of this technical excellence in the design of Braun products has become a watchword in international industry in the 20th and 21st centuries.

Red Dot design award





reddot design award winner 2012 reddot design award honourable mention 2012

Braun watches and clocks were awarded a total of ten prestigious Red Dot awards and two acclaimed Red Dot 'honourable mentions' The Red Dot design award dates back to 1955 and is now one of the world's largest and most distinguished design competitions. Red Dot stands for belonging to the best in design and business. Excellent design is selected by competent expert juries in the areas of product design, communication design, and design concepts. Winning products are presented in the Red Dot Design Museum on the premises of the historical Zollverein Coal Mine Industrial Complex in Essen. In 2012, 1800 companies and designers from 58 countries registered to the "Red Dot award: product design". Within the competition's 19 different categories, a total of 4515 registrations were submitted, but only the best were awarded.





Braun Digital clock range

The Braun Digital travel, alarm and radio clocks received six Red Dot awards from the jury of leading international design experts in 2012. This range of innovative and cutting edge clocks are designed for the 21st century, reflecting Braun's core philosophy that design mirrors functionality. Here technical excellence and quality combine to form the new aesthetic.



BN0035WHBKG



BN0106SLBTG



BN0115WHBKBKG



Braun Classic chronograph

The outstanding design concept of the Braun Classic chronograph watch received two Gold iF product design awards and two Red Dot honourable mentions from the juries of leading international design experts in 2012. This watch exemplifies clean, modern design, making it timelessly classic.



Braun Prestige digital

The Braun Prestige digital watch received four iF and four Red Dot product design awards from the jury of leading international design experts in 2012. The state of the art technology is reflected in its cutting edge design, encapsulating Braun's core values of functionality, quality and aesthetics.



Braun Sports chronograph

The Braun Sports chronograph watch received two iF product design awards from the jury of leading international design experts in 2012. The one-piece integrated flow of the high grade silicon strap together with the stainless steel bezel creates a functional aesthetic that resonates with modern times.



Watches Clocks Calculators

Classic watch

- Quartz 3 hand movement
- 50m water resistant
- Matt stainless steel case
- Snap case back
- Scratch resistant mineral glass
- New leather strap
- Ø38mm x D9mm







BN0021BKBKG



BN0021WHBRG

Classic watch

- Quartz 3 hand movement
- 50m water resistant
- Matt stainless steel case
- Snap case back
- Scratch resistant mineral glass
- New leather strap
- Ø38mm x D8.5mm







BN0024WHBKG



BN0024BKBRG

Gents **BN0032 Classic watch** Quartz 3 hand movement Date display 12 12 11 ■ 50m water resistant BRAUN BRAUN Matt stainless steel case 10 Snap case back Scratch resistant mineral glass New leather strap Mesh strap 29 6 ■ Ø40mm x D8mm 29 (1111) BN0032WHBKG BN0032BKBKG 1 12 12 BRAUN BRAUN 23 6 (IIIII TH TH TH 8 40 BN0032BKBKMHG BN0032WHSLMHG



Classic watch

- Ronda quartz GMT movement
- Date display
- 50m water resistant
- Matt stainless steel case
- Snap case back
- Scratch resistant mineral glass
- Luminous hour markers
- New leather strap
- Ø40mm x D8mm





BN0142WHBLG





Classic watch

- Quartz 3 hand movement
- Digital display
- 12/24 hour time display
- Dual time
- Day, date, year function
- Alarm
- Chronograph
- EL backlight
- 50m water resistant
- Matt stainless steel case
- Snap case back
- Scratch resistant mineral glass
- Rubber strap
- W44mm x H52mm x D11mm







BN0159WHBKG

BN0159BKBKG





Classic slim watch

- Quartz 3 hand movement
- 30m water resistant
- Matt stainless steel case
- Bespoke screw on case back
- Scratch resistant mineral glass
- Fine mesh strap
- Ø38mm x D6.5mm







BN0211BKSLMHG

Classic watch

- Quartz 3 hand movement
- 50m water resistant
- Matt stainless steel case
- Snap case back
- Scratch resistant mineral glass
- Leather strap
- Ø33mm x D8mm







BN0011BKBKL

Classic watch

- Quartz 3 hand movement
- 50m water resistant
- Matt stainless steel case
- Snap case back
- Scratch resistant mineral glass
- Leather strap
- Ø31mm x D8mm



BN0021WHWHL



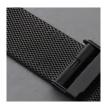




BN0021BKBKL

Classic watch

- Quartz 3 hand movement
- 50m water resistant
- Matt stainless steel case
- Snap case back
- Scratch resistant mineral glass
- Mesh strap
- Ø33mm x D8mm







BN0031WHSLMHL

Classic watch

- Quartz 3 hand movement
- 50m water resistant
- Matt stainless steel case
- Snap case back
- Scratch resistant mineral glass
- Leather strap
- Ø33mm x D8mm



BN0031SLBGL



BN0031WHLPKL

BN0031WHTQL





Ladies BN0211 Classic slim watch

- Quartz 3 hand movement
- 30m water resistant
- Matt stainless steel case
- Bespoke screw on case back
- Scratch resistant mineral glass
- Fine mesh strap
- Ø32mm x D6.5mm







• Unisex **BN0171**

Classic watch

- Quartz 3 hand movement
- 30m water resistant
- Ceramic case
- Ceramic bracelet
- Scratch resistant mineral glass
- Ø38mm x D9.5mm







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BN0171GYGYG



BN0171BKBKG

Digital watch

- Digital display
- 12/24 hour time display
- PM indicator
- Date
- 50m water resistant
- Matt black plated stainless steel case
- Screw on case back
- Scratch resistant mineral glass
- Leather strap
- W36mm x H36mm x D7.3mm







BN0046BKBKG

• Gents **BN0076**

Digital watch

- Digital display
- Electro luminescent display
- Time/Date
- 30m water resistant
- Matt stainless steel case
- Screw on case back
- Scratch resistant mineral glass
- Leather strap
- W30mm x H41mm x D10mm







BN0076SLBKG



• Gents **BN0111**

Sports watch

- Quartz 3 hand movement
- 50m water resistant
- Scratch resistant mineral glass
- Matt plastic case
- Screw on case back
- Silicone strap
- Ø46mm x D12.5mm





• Gents **BN0115**

Sports watch

- Quartz chronograph movement
- 50m water resistant
- Scratch resistant mineral glass
- Matt plastic case
- Screw on case back
- Silicone strap
- Ø46mm x D12.5mm
- iF award 2012









BN0115WHBKBKG



Ladies BN0111

Sports watch

- Quartz 3 hand movement
- 50m water resistant
- Scratch resistant mineral glass
- Matt plastic case
- Screw on case back
- Silicone strap
- Ø35.5mm x D9mm



BN0111WHPKL





BN0111WHGRL





• Gents **BN0095**

Prestige watch

- Ronda quartz chronograph movement
- Date display
- 50m water resistant
- One-piece, top loading case construction
- Matt stainless steel case
- Sapphire glass
- Black rubber strap
- Stainless steel bracelet
- Ø43mm x D11mm
- iF award 2013
- German Design Award 2014



reddot design award honourable mention 2013



BN0095BKSLBTG

BN0095BKSLBKG



• Gents BN0106

Prestige watch (German made)

- Ven_10.1 digital module
- LC display backlit by LED
- EasySkroll® V2.0 operating system
- Energy saving motion detector
- Updatable software
- Chronograph & Countdown
- 100 year perpetual calendar with day (5 languages)
- 30m water resistant
- Stainless steel case
- K1 hardened crystal
- Scratch resistant mineral glass
- Black rubber strap
- Stainless steel bracelet
- W36.7mm x H42mm x D10mm
- IF and Red Dot awards 2012



2012



reddot design award winner 2012









BRAUN I2 S I FR 03

BN0106SLBTG

BRAUN

12 5 1

FR 03

BN0106SLBKG



BN0106BKBKG

Gents BN0221 Prestige slim watch

- Ronda swiss made movement
- Quartz 3 hand movement
- 50m water resistant
- Matt stainless steel case
- Bespoke screw on case back
- Sapphire glass
- Black super soft rubber strap
- Ø40mm x D7mm





BN0221BKSLBKG



BN0221BKBKG







Watches Clocks Calculators



Classic clock

- Alarm clock
- Crescendo alarm
- Quiet German precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W69mm H69mm x D37mm
- Battery included



BNC001WHWH







BNC001GYGY



BNC001BKBK

Classic clock

- Alarm clock
- Crescendo alarm
- Quiet German precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W57mm x H57mm x D27mm
- Battery included







BNC002WHWH



BNC002GYGY



BNC002BKBK

Classic clock

- Alarm clock
- Crescendo alarm
- Voice activated snooze function
- Quiet German precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W65mm x H81mm x D37.5mm
- Battery included







BNC004WHWH



BNC004GYGY



BNC004BKBK

Classic clock

- Alarm clock
- Crescendo alarm
- Motion activated snooze
- World time zone map
- Torch light
- Quiet German precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W72mm x H78mm x D30mm
- Battery included







BNC005WHWH



BNC005GYGY



BNC005BKBK

Analogue clock BNC007-DCF

Classic clock

- Alarm clock
- Radio controlled movement
- BNC007-MSF version available
- Crescendo alarm
- Snooze function
- Light with delay
- Precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W80mm x H80mm x D57.5mm
- Battery included







BNC007WHWH-DCF



BNC007GYGY-DCF



Analogue clock BNC007 (Non RC)

Classic clock

- Alarm clock
- Crescendo alarm
- Snooze function
- Light with delay
- Quiet German precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W80mm x H80mm x D57.5mm
- Battery included



BNC007WHWH







BNC007GYGY



Classic clock

- Alarm clock
- Crescendo alarm
- Quiet German precision quartz movement
- Unique pivot alarm system
- Easy to read dial layout
- Matt case and dial
- W73mm x H77mm x D51mm
- Battery included







BNC011WHWH



BNC011GYGY



BNC011BKBK

Classic clock

- Alarm clock
- Crescendo alarm
- Quiet German precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W75mm x H75mm x D35mm
- Battery included









BNC012BKBK

Digital clock BNC008-RC

Digital clock

- Travel alarm clock
- Reverse LCD display*
- Global radio controlled movement
- Non-RC version available
- Snooze function
- Backlight
- 12/24 hour display
- Easy to read display
- Quick set function
- Matt case
- W57.5mm x H57.5mm x D20mm
- Battery included
- Red Dot award applies to white and black versions



reddot design award winner 2012







BNC008WH-RC



BNC008BK-RC



BNC008GY-RC * Positive LCD display only

Digital clock BNC009-RC

Digital clock

- Alarm clock
- Reverse LCD display*
- Global radio controlled movement
- Non-RC version available
- Snooze function
- Backlight
- 12/24 hour display
- Easy to read display
- Quick set function
- Matt case
- W75.5mm x H75.5mm x D45mm
- Battery included

reddot design award

Red Dot and iF awards apply to white and black versions



winner 2012









BNC009WH-RC



BNC009BK-RC



BNC009GY-RC * Positive LCD display only

Digital clock **BNC010-SRC**

Digital clock

- Radio alarm clock
- Reverse LCD display*
- Global radio controlled movement
- Snooze function
- Backlight
- FM/AM radio with 6 preset function
- Volume control
- Digital tuner
- 12/24 hour display
- Easy to read display
- Quick set function
- Matt case
- W180mm x H90mm x D45mm
- DC adaptor option
- Battery included
- Red Dot and iF awards (white and black versions)



product . design award reddot design award winner 2012 2013 GOLD







BNC010WH-SRC



BNC010BK-SRC



180

Digital clock BNC013-RC Digital clock



reddot design award winner 2013



- Weather station clock
- Reverse LCD display
- Global radio controlled movement
- Time, alarm time, indoor and outdoor temperature/humidity
- Weather forecast for next 12-24 hours
- Mode functions for individual setting
- Snooze function
- Backlight
- 12/24 hour display
- Easy to read display
- Quick set function
- Outdoor sensor included
- Main unit: 88mm x 130mm x 47mm
 Sensor: 62mm x 62mm x 26mm
- DC adaptor option
- Batteries included
- Red Dot and iF awards





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BNC013WH-RC



BNC013BK-RC

Digital clock BNC015-RC

Digital clock

- Projection clock
- Reverse LCD display
- Global radio controlled movement
- Motion activated projection of time
- 3 levels of projection brightness
- Snooze function
- Backlight
- 12/24 hour display
- Quick set function
- W130mm x H90mm x D49mm
- DC adaptor included
- Batteries included





BNC015WH-RC





BNC015BK-RC

Digital clock **BNC016**

Digital clock

- LCD alarm clock
- Vertical alignment LCD display*
- 4 levels of display brightness
- Touch snooze function
- 12/24 hour display
- Quick set function
- W140mm x H60mm x D150mm
- DC adaptor included

BRAUN

Button cell back up battery included



BNC016BK



*Vertical alignment (VA) displays are a form of LCDs in which the liquid crystals naturally align vertically to the glass substrates. When no voltage is applied, the liquid crystals remain perpendicular to the substrate creating a black display between crossed polarizers. When voltage is applied, the liquid crystals shift to a tilted position allowing light to pass through and create a grayscale display depending on the amount of tilt generated by the electric field. The resulting appearance to the viewer is remarkable.



• Wall clock BNC014-RC

Digital wall clock

- Wall clock
- Reverse LCD display*
- Global radio controlled movement
- Non-RC version available
- Time, alarm time, date, day of the week, indoor temperature/humidity
- Folding table stand
- 12/24 hour display
- Easy to read display
- Quick set function
- 211mm x 211mm x 23mm
- Batteries included





BNC014WH-RC











• Wall clock BNC006-DCF

Classic wall clock

- Wall clock
- Radio controlled movement
- BNC006-MSF version available
- LCD seconds/date display
- Precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W201mm x H201mm x D32mm
- Battery included







BNC006GYGY-DCF



• Wall clock BNC006 (Non RC)

Classic wall clock

- Wall clock
- German precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W201mm x H201mm x D32mm
- Battery included





BNC006WHWH





• Wall clock BNC017-DCF

Classic large wall clock

- Large wall clock
- Radio controlled movement
- Plastic lens
- Easy to read dial layout
- Matt case and dial
- W ø300mm x D42mm
- Battery included



BNC017BKBK-DCF





-300-

F42H

-

• Wall clock BNC017 (Non RC)

Classic large wall clock

- Wall clock
- Precision quartz movement
- Plastic lens
- Easy to read dial layout
- Matt case and dial
- W ø300mm x D42mm
- Battery included



BNC017BKBK





-300-

ŀ42⊣



Watches Clocks Calculators



Calculator BNE001

Calculator

- Calculator
- 8 digit operating capacity
- Automatic power off
- Protective slide cover
- 77mm x 137mm x 10mm
 82mm x 139mm x 16mm (incl. cover)
- Button cell battery included







BNE001WH



BNE001BK



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