

UTS

Engineer Nicolaus Spinner's small watch company is located just outside of Bavaria's capital city of Munich, relatively far from the established centers of watchmaking. Yet, he has been in contact with the watch industry for most of his life since he and his brothers are the owners of a well-known factory for CNC tools and machinery. As such, they supply most of the big names in watchmaking with "technical solutions" for case and flat component production.

Spinner's job dealing with technical issues and developing solutions for well-known names in the watch industry led this self-professed aficionado to the idea of making his own timepieces, learning about watches and movements by taking them apart.

"I am a bit of a fanatic," Spinner admits. "As an engineer, I always want to take a look behind the scenes."

Thus, Spinner made himself a watch—this was no big deal since he was familiar with creating CNC machinery and technical processes to this end—and a small collection, chiefly containing robust diver's watches, has grown from the initial undertaking. Spinner's little brand, which stands for "Uhren Technik Spinner" (watch technology Spinner), is making a name for itself, especially within Germany and the United States. "This success shows that I'm doing something right," Spinner smiles.

Spinner loves his solid cases, which are indeed tough and well-made, as well as his own crowns and buttons. "Things like hardening steel—which other companies in the watch industry make a big deal of—are an engineer's daily bread," Spinner explains of the many possibilities he has of improving the quality of his cases and making them unique.

This concept extends in particular to the rotating bezels of UTS's diver's watches. "It's the technical element that makes UTS different," he explains as he demonstrates how his bezel locks using a stem, a bolt, and a ceramic ball bearing—the former two he manufactures himself, naturally. Additionally, Spinner's diver's watches are outfitted with a sapphire crystal that is a full 5 mm thick, aiding their extreme water resistance.

Spinner has been making UTS watches since 1998 chiefly using reliable ETA technology, longtime business partner Stephen



Newman entered the scene to become the owner of the UTS Watches trademark in the United States, greatly contributing to making this specialized firm a name to be reckoned with among divers. "Years ago I offered to help [Spinner] market and sell his unique watches in the United States," Newman remembers. "What sort of started as a hobby has turned into a worldwide brand that is growing in popularity every year." Newman's relationship with the engineer surpasses that of the run-of-the-mill link between manufacturer and distributor since he has also invested in product development and contributes design ideas. "I have been accused of having too many ideas," Newman sheepishly admits, "but sometimes those ideas come to fruition, like the new 2000M Diver."

This newest addition to the UTS family is a diver's watch able to withstand depths to 2,000 meters: housed in a 44 mm stainless steel Spinner special, the ETA-powered timepiece featuring an automatic helium escape valve that helps it reach such an incredible depth retails for \$3,500. Bypassing the traditional dealer network and focusing on direct sales also allows for these quality timepieces to be sold at attractive prices.

