



Elix Group announces strategic acquisition of french artisanal cabinetry Atelier Zorn, strengthening its forefront position in the luxury industry.

Geneva - Elix Group, the global leader in the watch accessory industry through the brands Swisskubik and Scatola del Tempo, is pleased to confirm the acquisition of Atelier Zorn (www.atelierzorn.com), an artisanal cabinetry company based in Mulhouse, near the Swiss border.

Atelier Zorn is renowned for its exceptional expertise in designing and crafting exclusive interiors for private jets, yachts, exceptional villas, and luxury hotels. Founded in 2015, this family-run business continues a legacy of passion and excellence, currently collaborating closely with the most prestigious houses in the luxury industry.

The inclusion of Atelier Zorn within the group represents a significant milestone in the group's mission to bring together houses with outstanding heritage and craftsmanship. Philippe Zorn, fourth-generation cabinetmaker, will continue to lead Atelier Zorn as General Manager, working closely with Louis Castelli, the new CEO.

This acquisition will enable Elix Group to expand its in-house expertise, merging the strengths of three distinct yet complementary brands. Scatola del Tempo brings tradition and elegance, Swisskubik provides technology and precision, while Atelier Zorn adds the creative dimension and artisanal cabinetry design. This synergy will open new avenues for watchmakers and timepiece collectors worldwide but, more importantly, push the boundaries of customization for safes, furniture, and secure cabinets.

"The acquisition of Atelier Zorn by Elix Group marks the merging of three extraordinary family businesses, ensuring impeccable quality," says Xavier Castelli, CEO of Elix Group. "We now combine the best of each brand to offer excellence while preserving the identity and soul of each. Picture a piece of furniture designed by Atelier Zorn, adorned with leathers chosen by Scatola del Tempo, and equipped with Swisskubik technology - you get an unparalleled masterpiece."

By integrating Atelier Zorn into its portfolio, Elix Group solidifies its role as a major player in the luxury industry. This acquisition also enhances the existing synergies between Swisskubik and Scatola del Tempo, offering the group's discerning clientele a broader range of exceptional products.

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About Elix Group:

Elix Group is a key player in the watch accessory industry, providing innovative and premium solutions to a discerning clientele of enthusiasts. The group's brands, SwisSkubik and Scatola del Tempo, are renowned for their excellence in manufacturing watch winders and luxury cases, respectively. The acquisition of Atelier Zorn marks a significant milestone in the group's growth, continuing to flourish by blending passion, craftsmanship, and innovation.

For more information about Elix Group and its Maisons, please visit the respective websites:

Elix Group: www.elix-group.ch

Atelier Zorn: www.atelierzorn.com

SwisSkubik: www.SwisSkubik.com

Scatola del Tempo: www.scatoladeltempo.com

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