

Bloghorloger.ch comes out of the shade

Since 2000, *bloghorloger.ch* has conveyed in an independent manner all the watchmaking news that is highly appreciated by the aficionados, collectors and specialists in the watch industry. The horological press agency, TàG Press +41, takes care of drafting the gathered data.

Bloghorloger.ch was initially created as a venue to enable a group of dedicated but geographically dispersed insiders to share and pool their information. Today, thanks to the availability of powerful search engines, the *bloghorloger.ch* website has entered the public arena. It is an extremely acute source of information in the watchmaking domain and much appreciated by the connoisseurs of the field for its refusal to grant special favors as well as for its occasional biting tone. The founder of TàG Press +41, the journalist Joël A. Grandjean, one of the first members of *bloghorloger.ch* is, as from now on, the official rewriter in accordance with the moderator of the information. He will also continue to investigate and find out the latest news himself and simultaneously serve as the "editorial face" of *bloghorloger.ch*.

Maintaining its anonymity until today, this information channel that took off with the growth of the blogosphere within the World-Wide Web, has never betrayed its fascination and passion for the watchmaking universe. At the most *bloghorloger.ch* acknowledges a certain marketing rebellion and communicational cheekiness.

Bloghorloger.ch distinguishes itself from the rest of the websites dedicated to watchmaking by a content that is only textual: Short and snappy news that privilege subjectivity to exhaustiveness, and concision to logorrhea. From now on, the sought after visuals are an available option. They will not be displayed at first sight, but will appear on the full-screen once the mouse is pointed at a link featuring a tiny logo on the screen. This is probably the most innovative way for *bloghorloger.ch* to open itself to new developments without however losing its initial identity and character. Also, in the coming future, *bloghorloger.ch* will be expanding the scope of its activities by offering various business contacts.

www.bloghorloger.ch

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Visuals:

Visual 01 > **01_bloghorloger_screen_shot.jpg**

Visual 02 > **02_bloghorloger_logo.jpg**

Visual 03 > **03_bloghorloger_screen_shot_Text-Only.jpg**

Visual's caption

Solely devoted to produce written news in a short and snappy style, the *bloghorloger.ch* presents an optional "image" function that consists of pointing the mouse at a link featuring a tiny logo.

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