

TÜRLER ANNIVERSARY: 60 YEARS AT ZÜRICH-AIRPORT



60 YEARS TÜRLER AIRPORT

Hardly anyone who enters the modern expanse of Zürich-Airport today can imagine that in 1951 – only 60 years ago – airline passengers were welcomed in wooden barracks. The new terminal building was still under construction then and did not open until 1953. But Franz Türler Sr. did not want to wait that long. He soon realized the potential of this new retail environment. So he opened his first point of sale in one of the barracks two years before the airport was officially inaugurated. Most of his customers were not passengers, but engineers, technicians, and workers employed by the airport building contractors. In those days, night flights were not prohibited. Takeoffs and landings often occurred in the middle of the night or early in the morning.



The company's first saleswoman at the airport, Ms. Agnes Tschümperlin, had set up a camp bed in the back room so she could be on duty to show and sell watches to arriving and departing passengers even after sunset or before sunrise. As a great fan of air travel, Ms. Tschümperlin was enthusiastic about her work and very proud to be part of the pioneering project.



Türler Shop Airside, Level 2

Finally, in 1953, the Türler branch in the new terminal building was officially inaugurated. Franz Türler Sr. was elated and ambitious: "We opened up our gateway to the world then," he said.

The pioneering spirit of Franz Türler Sr. was the cornerstone of success. Today, Türler operates four watch and jewelry stores at the airport, one Türler branch each at Airside Levels 1 and 2, a Chopard Boutique, and – since February 5, 2011 – the new Omega Boutique. Happily immer-



Türler Shop Airside, Level 2

sed in the exciting atmosphere of the airport, a team of 30 motivated watch and jewelry specialists serves and advises international customers from 6 am to 10 pm.



Türler Shop Airside, Level 1