
Micro Watches - Guti - J.G.Ch.

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As with the missing Justina watches, in my list of Spanish watch brands there is a name that I am quite fond of. These are Micro Watches or simply Micro.

Its owner was ultimately Manuel Lopez Ferreiro of Comercial Ferreiro S.A. in principle nothing to do with the jewelry also Madrid Ferreiro Arza S.L. that coincidentally distributes that brand. Its headquarters were in the so-called "Micro Building", a very recognizable construction on Avenida Trueba 60 in Madrid.

Relojs Micro was a Spanish watch brand that used to assemble Swiss calibers until the seventies. After that and until the 90s they made the leap to quartz calibers. In 2012 they were relaunched as a brand, expanding their ranges of wristwatches now with quartz machinery mostly Japanese but also with some Chinese automatic. Like the rest of the majority Spanish brands of that time, nothing was produced here, but in Asia.

Something was wrong because in 2016 its website stopped being active in relojesmicro.com and relojesmicro.es. The following year it would stop working relojesyjoyasmicro.com quietly attenuating almost all traces of the brand, although according to Manuel Lopez Ferreiro, the company is not closed. Consulting the information of Google Maps and Bing Maps the building maintains the logos of the company, although we could find ourselves in a case like that of Airgam and its Airgamboys that maintain the original decoration for historical reasons.

As you can see, there is not much information about the Micro brand, a firm founded in 1953 and that was characterized by its products in terms of thick watches, especially alarm clocks and wall clocks, although it also marketed wristwatches.

Of that brand was a beautiful string alarm clock in blue, which I was given as a gift in the mid-80s. It is 8 cm in diameter and despite abuse and use for years, it is still preserved in fairly good condition. Over the years its metal has not rusted except for the button guard. The mineral crystal is intact although it fell several times to the ground, fortunately, it was cork. The inside of the sphere looks clean, and that I do not have it stored in any box but exposed on a shelf. The machinery stopped working accurately about a decade ago. Even using its regulator advances of the order of 5 hours a day. Sign that it must be dirty and crying out for cleaning and greasing

The blue exterior paint has not chipped, nor have the white hands blackened, an effect that I have seen in a unit for sale supposedly in NOS state. There they indicate that the model is from the late 1970s and that it is Made in Spain, the latter feasible since many, if not all their alarm clocks were manufactured here.

The last commercial slogan they used seems to me very successful: "Telling the time to millions of people since 1953".