

Press Release

Cendres+Métaux Group changes its name and becomes CMSA – Contract Manufacturing Solutions Alliance

Biel/Bienne, January 19, 2026 – Since December 31, 2025, all companies within the Cendres+Métaux Group have been operating under a shared identity. The new name is CMSA, short for Contract Manufacturing Solutions Alliance. The companies are now named CMSA Biel/Bienne Ltd., CMSA Boudry Ltd., CMSA La Chaux-de-Fonds Ltd., CMSA Saignelégier Ltd., and CMSA Mittelhäusern Ltd., all united under CMSA Holding Ltd. Cendres+Métaux Ltd., which focuses on the development and marketing of its own products in the dental sector, will retain its name.

This new positioning goes far beyond a name change: it reflects what the group has built over the past years—namely a vertically integrated organization with aligned processes, consolidated expertise, a clear strategic vision, and a shared corporate culture. This evolution underscores the group's ambition to strengthen its international presence and speak with one voice across all its markets.

CMSA – Contract Manufacturing Solutions Alliance: more than a name change

All entities now apply a harmonized organizational model. This vertical integration meets customers' expectations to secure and simplify their supply chains through an integrated offering, structured around a single organization and a central point of contact covering the entire value chain.

Quality standards are harmonized, and a centralized Key Account Management structure supports our customers and provides tailored solutions. In practical terms, this means that a customer working with a site in Boudry or Saignelégier will benefit in the future from identical standards, the same organization, the same certifications, the same SAP system, and a uniform approach to managing cyber risks.

The same expertise under a new name

CMSA now covers the entire industrial value chain through five core competencies: precious metal recycling, alloy development, high-precision machining, surface treatment, and assembly and packaging. This vertically integrated structure, fully based in Switzerland, enables the group to manage projects from design through delivery in a sustainable and efficient way, while meeting the highest quality standards.

The group's technological scope is a key pillar. CMSA has deep expertise in precious metals, with more than one hundred alloys used in particular for manufacturing oscillating weights and rough blanks for the watchmaking industry. Added to this are high-precision machining, a wide range of surface treatments, finishing and decoration solutions, as well as assembly and packaging services—including cleanroom capabilities for the medical sector. This industrial depth makes it possible to define the most efficient process as early as the development phase and to deploy it consistently across multiple sites.

With the new competence center dedicated to the field of "habillage", bringing together the sites in La Chaux-de-Fonds and Saignelégier, CMSA further strengthens its expertise in watch cases, clasps, and micromechanical components for the watchmaking industry. The cross-site center dedicated to surface technologies increases the group's capacity to add value to and functionalize complex parts. These integrated units offer greater agility and versatility, shorter lead times, enhanced process reliability, and reinforced expertise.

Continuity in operations and commitments

This change of identity does not lead to any changes in the group's activities or day-to-day operations. The usual contacts, sites, and processes remain unchanged. The companies keep their legal structures; only the company names are updated. All existing contracts, certifications, and agreements remain fully valid. As of January 1, 2026, the new company names will gradually appear on all official documents.

In a demanding environment, CMSA builds on its strengths: precision, material expertise, technological diversity, and a unified industrial organization. Guided by its values—excellence, respect, ingenuity, agility, and responsibility—the group supports Swiss watch brands over the long term while simultaneously making its expertise available internationally in the medical technology sector and other industries. CMSA thus contributes to

setting new standards in highly demanding markets. This name change makes externally visible what has long been a reality internally: close collaboration between specialists, united by the same passion for excellence, quality, and Swiss industrial know-how, developing comprehensive and tailor-made solutions alongside their partners.

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