

Badeco Marks 81 Years of Excellence and 51 Years of the Iconic M3-ASF Micromotor

A Geneva Legacy in the Service of Excellence

Founded in 1945, Badeco SA is deeply rooted in the Junction district of Geneva, Switzerland, where it has revolutionized the craft of watchmaking and jewellery. Responsible for several major innovations, Badeco made history with the patent of the setting hammer and, 51 years ago, with the launch of its first Badeco M3 micromotor. This technological marvel laid the foundation for the brand's global recognition, becoming synonymous with quality and innovation. This "Legend" is still celebrated today by schools, leading manufacturers, and artisans for its exceptional quality and remarkable durability. Today, "Badeco" is synonymous with top-tier micromotors, a testament to its lasting impact on the industry.

Constant Innovation and Swiss Made at the Heart of Geneva

Badeco's Geneva location a hub for the watchmaking and jewellery industries has fostered a dynamic culture of continuous innovation, the company excels in designing and manufacturing bespoke precision tools tailored to the needs of the most demanding professionals. Over the past decade, under the leadership of current owner Mr. Amir Hoveyda, Badeco's carbon micromotor range has transformed artisans' work environments with lightweight, ergonomic tools that save workspace. The development of nanomotors, true game-changers for users, exemplifies Badeco's commitment to enhancing performance while safeguarding users' health. In 2024, Badeco reached a new milestone with the launch of the MX-2 Revolt, a culmination of the best technologies in the range, further cementing its position as a visionary leader.

An Exceptional Program for an Unforgettable Anniversary Year

To mark its 81st anniversary, Badeco will showcase its innovations on prestigious international stages in 2026, including JCK Las Vegas (June), EPHJ Geneva (June), and JWS Dubai (November).

In parallel with this milestone year, Badeco has also moved into its new premises in the heart of the production area of Plan-les-Ouates in city of Geneva, strategically located next to Patek Philippe, further reinforcing its commitment to Swiss excellence and precision engineering.

In collaboration with local partners, the company will unveil groundbreaking new products such as the Upsilon model, designed to optimize workspace, and the Omega range, which integrates brushed motors, brushless motors, along with additional innovations yet to be revealed. Another highlight is the Ultrasonic innovation, combining an ultrasonic handpiece with a micromotor, promising to redefine industry standards.

This ambitious program places Swiss-made innovation at the very heart of this milestone year, making 2026 a truly stellar year for Badeco.

For More Information or to Schedule a Meeting

Visit us at trade shows to try our products firsthand. Contact our team via email at info@badeco.com, explore our website at www.badeco.com, or follow us on social media to stay updated on upcoming events.

Quotes:

Amir Hoveyda (Owner and CEO):

"I am proud to contribute to the development of this gem of Swiss precision engineering with these innovations, while preserving local manufacturing and jobs in the heart of Geneva."

Zahir Qureshi (International Business Developer):

"Badeco's legacy of innovation and Swiss precision continues to unlock new opportunities across global markets. Our strength lies in combining advanced technology with the level of craftsmanship that professionals truly rely on, this is what differentiates us."

Following a fantastic performance last year and an outstanding start to Q1 2026, it's exciting to see how our solutions are increasingly empowering watchmakers, jewellers, and artisans worldwide."

François Monnin (Dean of ETVJ - Technical School of Vallée de Joux):

*"Since the creation of the jewellery sector at ETVJ, Badeco has established itself as a key supplier for our workshops. Their products, particularly the **M3-ASF**, stand out for their performance, reliability, and adaptability to the specific needs of jewellery making and stone setting."*

*After testing other equipment, we found that the M3-ASF best met the requirements of our training. Today, **all our workstations** are equipped with Badeco products, primarily M3-ASF units, ensuring high-quality tools for apprentices and instructors."*

We congratulate Badeco on their quality work and commitment to providing high-performance equipment tailored to our needs."

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Link to download images: <https://we.tl/t-LtTYmEFdf3KEkSjD>



Atelier Badeco, Archive Photo



Badeco Micromotor M3-ASF « The Legend”. Vintage model in its original red-orange colour(1)



Badeco Micromotor M3-ASF « The Legend”. Vintage model in its original red-orange colour(2)



Mr. Amir Hoveyda, Owner and CEO of Badeco



Mr. Zahir Qureshi International Business Developer



Badeco logo and special logo for the 80th anniversary