



SIAM DIAL

COMPANY PROFILE

PROVIDE QUALITY WATCH DIAL SINCE 1993.

INTRO

A VISION FOR THE WATCH INDUSTRY IN SEA

Founded on June 25, 1993, as a Swiss-Thai joint venture, Siam Dial Co., Ltd. has over 30 years of expertise in watch dial manufacturing, becoming a qualified supplier in the Swiss watch industry and a trusted partner for numerous brands. Today, Siam Dial operates out of Bangkok, Thailand, with a team of around 300 dedicated professionals.





OUR COMPANY

INTRODUCING SIAM DIAL

We have built a strong foundation of expertise in our field. Quality is at the heart of everything we do, upheld by our dedicated team through rigorous standards and innovative solutions. Committed to continuous improvement, we strive to ensure excellence in every aspect of our work.

THAI-SWISS JOINT VENTURE

Established on June 25th, 1993.
Siam Dial Co., Ltd. emerged as a Thai-Swiss joint venture with a vision to become a pioneer watch dial manufacturer in Thailand.

EXPERT IN WATCH DIAL

We have built a strong foundation of expertise in our field for over 30 years. Quality is the center of everything we do, upheld by an experienced team

QUALITY FIRST

We establish and uphold high standards of operational excellence across all aspects of our business.



WHY US?

INDUSTRY EXPERTISE

Siam Dial seamlessly combines deep expertise and advanced manufacturing capabilities with a skilled, service-focused workforce. All while upholding the global watch industry's commitment to precision and quality.

QUALITY

All of our flagship products, the watch dials, are exported to a variety of watch brands known for their exceptional timepieces.

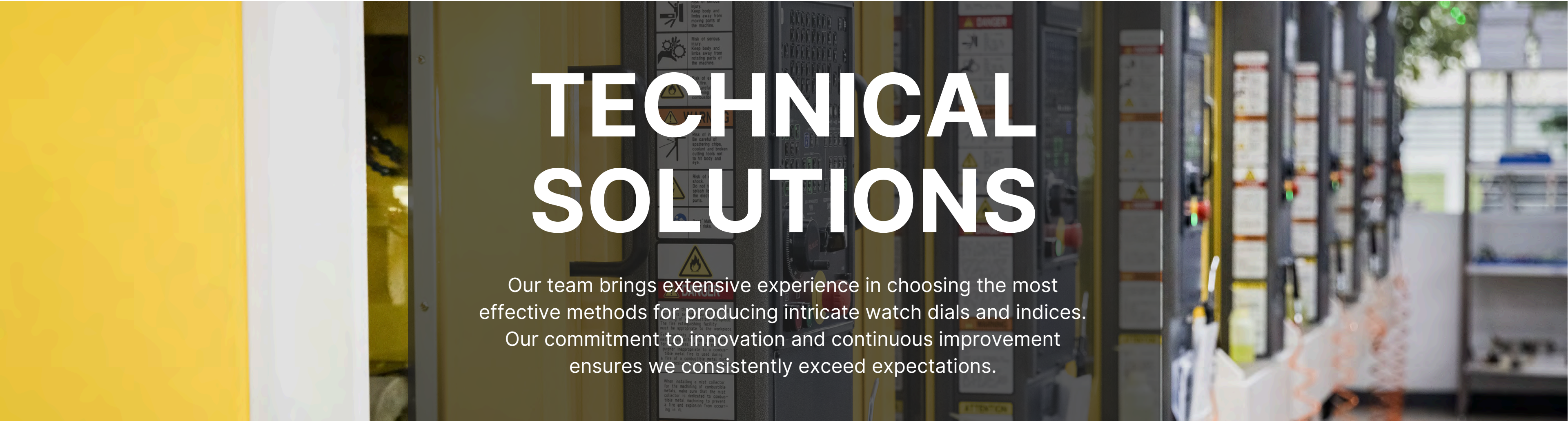
CREDIBILITY

As a Thai-Swiss joint venture, we focus on bringing precision and transparency to every step of our process.

EXPERTISE

We are committed to constantly refining our technical processes and technology to uphold our leadership in the industry.





TECHNICAL SOLUTIONS

Our team brings extensive experience in choosing the most effective methods for producing intricate watch dials and indices. Our commitment to innovation and continuous improvement ensures we consistently exceed expectations.

WORKFORCE

300

PEOPLE

PRODUCTION AREA

6,000

SQM.

EXPERIENCE

30

YEARS



VISION

VISION STATEMENT

“At Siam Dial, our vision is to distinguish ourselves as the leading provider of watch dials, setting the standard for excellence and becoming the premier choice for our customers”



MISSION

MISSION STATEMENT

To meet every client's needs by focusing on quality, precision, and detail in every process. From sourcing premium materials to crafting high-quality watch components.



VALUE

WHAT WE STAND FOR

Our mission is to empower businesses through innovative solutions that drive growth and success. We are committed to delivering top-quality services and creating lasting partnerships with our clients.



PARTNER - FOCUSED

Foster strong relationships with customers, business partners, employees, society, and the environment.

AGILITY

Be fast and agile. We learn, evolve, think swiftly, and take action with agility.

KNOWLEDGE

Foster knowledge, drive continuous improvement, and cultivate innovation.

DELIVER VALUE

Provide value through our products and services.

EXCELLENCE IN OPERATION

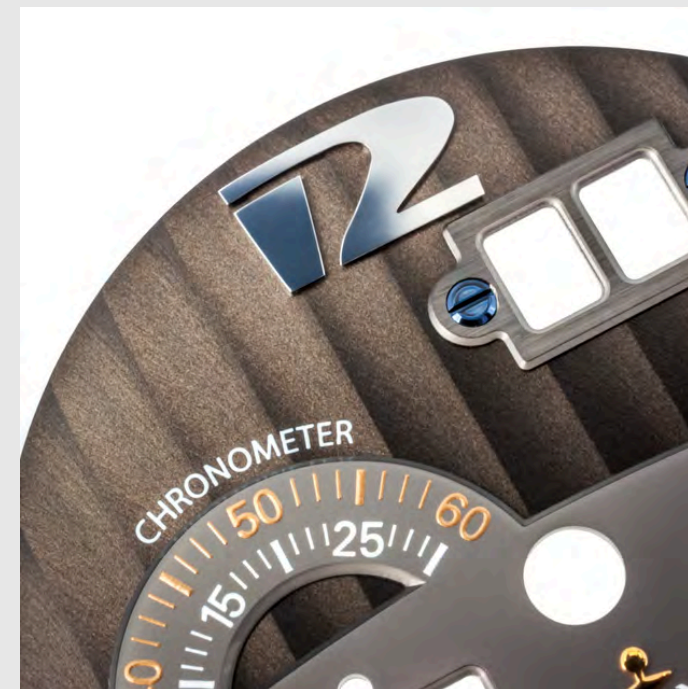
Provide value through our products and services.

OUR CEO

When Mr. Panna Sethvarangkul was appointed as CEO in 2020, he focused not only on operational improvements but also on developing a new generation of professionals, fostering a younger, more dynamic team to uphold and elevate the company's standards.



PANNA SETHVARANGKUL
CEO



SIAM DIAL PRODUCT PORTFOLIO

Siam Dial combines extensive expertise with strong manufacturing capabilities. It is driven by a team of skilled, service-oriented professionals dedicated to delivering exceptional products.

Our extensive expertise in handling diverse materials and technical know-how allows us to deliver tailored solutions that meet customer requirements.

FACILITIES



CNC CENTER

Our CNC center is powered by multiple FANUC ROBODRILL 3-axis and 5-axis machining cells, delivering ultra-high-precision milling and immaculate surface finishes for the most demanding watch-dial geometries.



FACILITIES



VARNISHING CLEAN ROOM

We produce premium watch dials in an ISO Class 8 cleanroom, where an advanced varnishing robot delivers perfectly smooth, contamination-free finishes that meet the most demanding standards of quality.

FACILITIES



RAW MATERIAL

Our raw department features Swiss cutting-edge, progressive stamping machines that perform multi-stage forming with micron-level accuracy, delivering flawlessly shaped watch-dial blanks and precision components at scale.



FACILITIES



MECHANIC SWISS TYPE

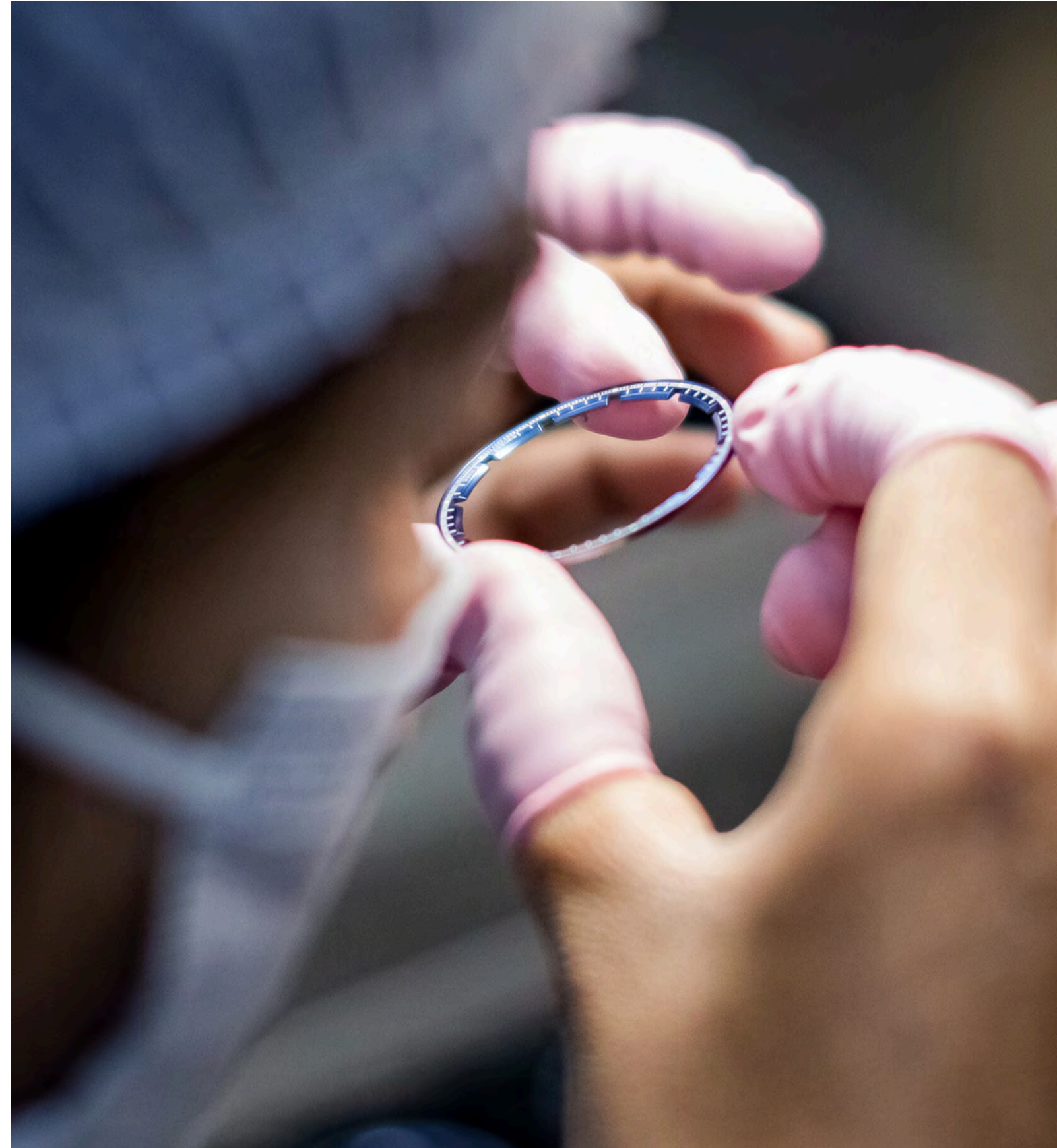
Our mechanical department leverages Swiss-type lathes and wire-cut EDM technology to manufacture high-precision components, bespoke tools, and jig fixtures, all with sub-micron accuracy for watch-dial production.

FACILITIES

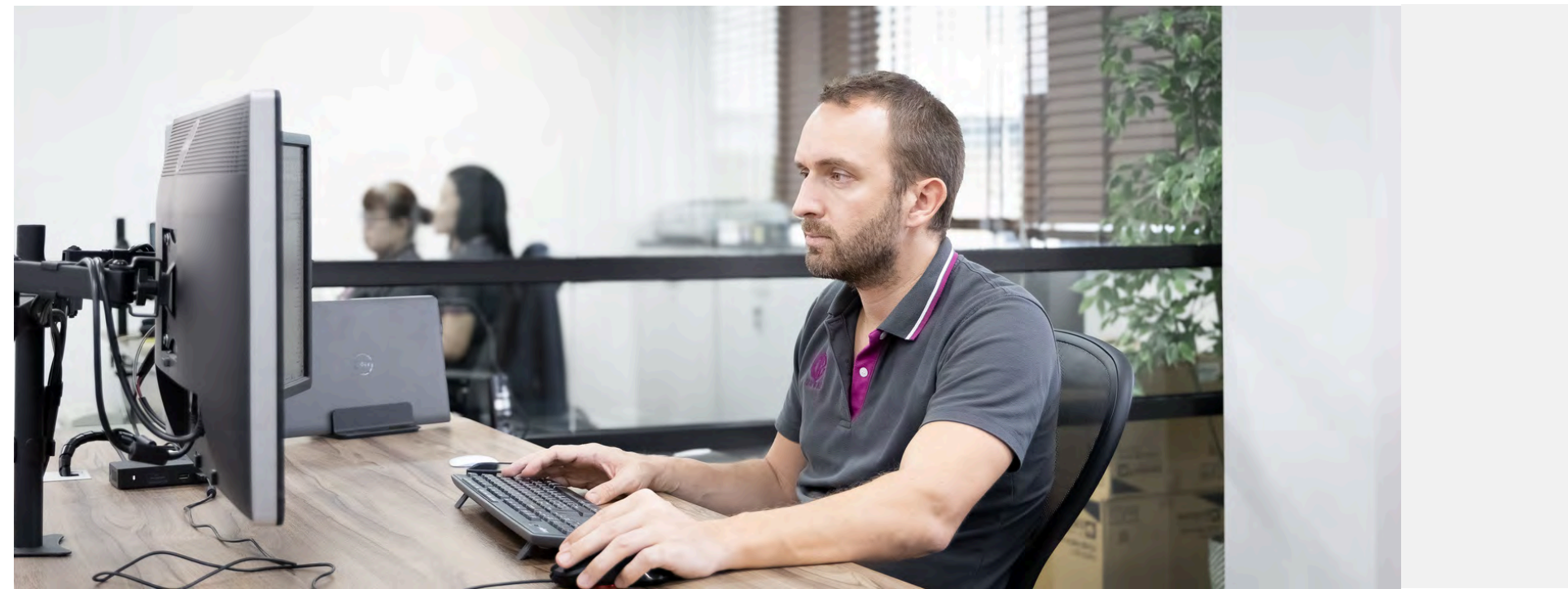


FINAL CONTROL

Our Final Control department follows strict, documented inspection procedures and uses calibrated instruments to confirm that every watch dial meets our defined quality standards before shipment



FACILITIES



DYNAMIC WORK ENVIRONMENT

We foster a dynamic work environment that encourages cross-department collaboration, adaptability, and ongoing process improvement, supporting consistent quality in every watch dial we produce.

FACILITIES



MATERIAL STORAGE

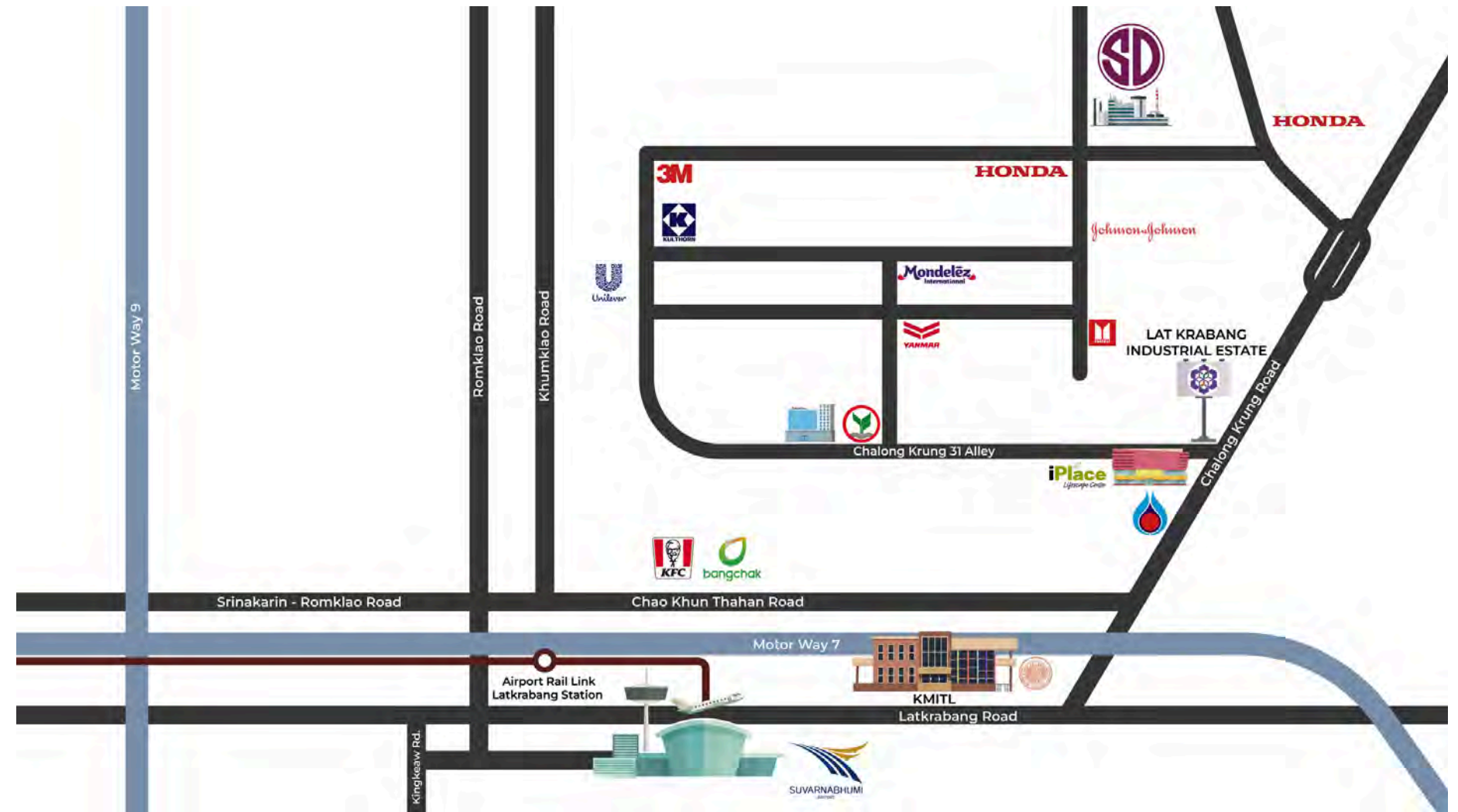
Our climate-controlled storage maintains strict temperature and humidity stability to protect metals, chemicals, and finishing agents, preserving their integrity for watch-dial fabrication



CONTACT US

WE'D LOVE TO HEAR FROM YOU!

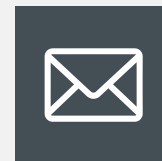
Our team is ready to assist you with all the necessary information. Please don't hesitate to reach out, and we will respond promptly.



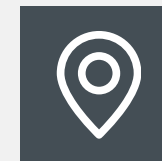
+66 2 105-4444



WWW.SIAMDIAL.COM



INFO@SIAMDIAL.COM



201 SOI CHALONGKRUNG 31,
LAM PRATHEW, LAT KRABANG,
BANGKOK 10520, THAILAND



PARTNER WITH SIAM DIAL TODAY

Thank you for taking the time to learn about Siam Dial Company Limited.
We look forward to the opportunity to work together with you.

WWW.SIAMDIAL.COM