

## PRESS RELEASE

### Luminox Bear Grylls Survival Master #tide Chronograph Series

**May 2022** – Luminox has always been an advocate of saving the seas with its association with ocean warrior, Scott Cassell and his non-profit organization, Underwater Sea Voyager Project. With technological improvement, Luminox has decided to take its support of ocean conservation and sustainability efforts the next level with its upcycling efforts through a partnership with #tide. #tide is a Swiss based company that prides itself in collecting waste ocean plastics and upcycles it to usable plastic materials. This vision is aligned with Luminox and its parent company's mission to become a leader in the Swiss watch industry for sustainability and carbon neutrality.

As Luminox continues to push forward to design more sustainable products with its partnership with #tide, the new Bear Grylls Survival Master #tide Chronograph Series rises to meet this challenge. The new series is designed in partnership with survivalist and environmentalist, Bear Grylls, and uses #tide upcycled plastic from water bottles reclaimed from the ocean for its case, bezel and straps, creating a new chronograph which comes in three dial and strap colourway options: Yellow, Green and Blue.

There is no longer a need to choose between functionality, durability and sustainability – this chronograph has all three.



Each of the three models will have a green case and bezel made from the sustainable #tide material with the Bear Grylls logo prominently featured at the 4 o'clock position and a S.O.S Morse code guide added to the minute tracker that can come in handy in rescue missions. Luminox's Light Technology, made of tiny micro light tubes, also ensures the watches are visible in little to no lighting and are arranged in varying angles, giving the watch a playful and cool appearance in the dark.

Luminox Bear Grylls Survival Master #tide Chronograph Series



Bear Grylls Survival Master #tide Chronograph Series – 3743.ECO



Bear Grylls Survival Master #tide Chronograph Series – 3745.ECO



Bear Grylls Survival Master #tide Chronograph Series – 3757.ECO

### About Luminox

Luminox, the original self-powered luminous watch brand, is the watch of choice for global outdoor adventure icon Bear Grylls, U.S. Navy SEALs, The Icelandic Association for Search and Rescue (ICESAR), Lockheed Martin's F-117 Nighthawk™ stealth and other jet fighter pilots, elite forces worldwide and professional divers. Luminox watches glow up to 25 years in any light condition. Always Visible, tough, powerful and accurate, Swiss-Made Luminox is the ultimate night vision gear for rugged outdoorsmen and other peak performers.

### ALWAYS VISIBLE

Navy SEALs, law enforcement, emergency personnel and more wear Luminox watches, and these professionals need to be able to see the time no matter the conditions. That's why Luminox uses tiny tritium gas tubes, which will provide illumination for up to 25 years. Unlike other luminosity systems, which depend on exterior light sources to charge luminous paint or a pushbutton to illuminate the watch, the luminosity is built right into Luminox watches, ensuring that you will always be able to see the time, no matter the conditions.