

PRESS RELEASE

Luminox Bear Grylls Survival Rule of 3 #Tide Series

March 2022 – In 2022, Bear Grylls challenged Luminox to push even further in its quest for sustainability. To live up to the expectations of the world-renowned ultimate survivalist, the CO₂ neutral Luminox achieved this goal by utilizing a new upcycled plastic material for the new iteration of the Bear Grylls watches. This resulted a line of watches encapsulating the combination of 3 very important aspects of the Luminox and Bear Grylls partnership: a triangulation of Survival, Making Every Second Count and sustainable materials.

The new Survival Rule of 3 (Ro3) X #Tide Series uses the eco-friendly material #Tide, made using recycled ocean plastics waste. This eco-friendly material provides equal durability and water resistance, both of which are adventure essentials of the current CARBONOX™ material. It is available in two versions: black dial with black strap or black dial with orange strap - both in #tide upcycled plastic.

The Ro3 is also printed on a removable sliding tab on the watch strap: **3 Minutes without AIR, 3 Hours without SHELTER, 3 Days without WATER, 3 Weeks without FOOD.**





Special dial design includes an oversized '3' on the dial, a nod to the survival rule, which is balanced by the Bear Grylls Never Give Up logo at 9 o'clock. As with every other Luminox timepiece, it incorporates the Luminox Light Technology, making sure that your timepiece is visible in any lighting conditions. The model boasts a 45mm case and water resistance to 200 meters with Grylls' signature orange crown.

On the case back, one can find the Luminox logo etched alongside Grylls' Never Give Up motto and the brand's long term sustainability partner, #Tide. Together, the trio inspires Luminox wearers to achieve greatness and make every second count.

Bear Grylls talks about this new Ro3 iteration stating that, *"Survival comes down to time and with this new release I want to respect the Rule of 3. Whether you are an adventurer or just an enthusiast, understanding this rule reminds us to be smart about the time we have and to be humble. I am proud of the new watch and the case material which will result in less plastic in our oceans."*

Luminox is a pioneer in sustainability for the watch industry. Not only has Luminox made leaps and bounds in the watch manufacturing process with recycled and upcycled materials, but had also been CO₂ neutral since 2020. The Luminox Bear Grylls Survival Rule of 3 is the ultimate watch for any and every adventurer, built not only to survive, but to help protect the environment we love exploring.

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Bear Grylls Survival Rule of 3 - 3721.ECO



Bear Grylls Survival Rule of 3 - 3729.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 (ICE-SAR), 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.