

PRESS RELEASE

ICE-SAR Arctic 1050 Series

February 2023 – Iceland is known as a place of extreme weather and harsh terrain, an island nation surrounded by icy waters. Glaciers, volcanoes, and avalanches are but a few natural challenges that test the outdoor explorers there. For over 100 years, Icelanders and visitors alike have come to rely on the Icelandic Association for Search and Rescue (ICE-SAR), Iceland’s elite volunteer rescue organization, should they encounter any trouble. ICE-SAR is also a leader in safety training and education and everyone who visits this North Atlantic Island can depend on them in the event their adventure goes awry. Luminox watches are manufactured for durability and reliability and the new ICE-SAR Arctic 1050 series embodies the endurance and resilience of this Icelandic rescue team and the bravery they symbolize.



In partnership with ICE-SAR, Luminox launches the new ICE-SAR Arctic 1050 series with a 46mm case, and a bezel and buckle in black CARBONOX™. The timepiece is available in different color variations, where red and orange is playfully integrated onto the blue and black dial and ring. The new series comes equipped with a Pulsometer; thanks to the extra second hand and the indexes on the dial ring, and makes it possible to swiftly discover the pulse of oneself or a patient, essential for first responders.

Like every Luminox timepiece, it incorporates the Luminox Light Technology, making sure that your timepiece is visible in any light conditions for up to 25 years.

[Luminox ICE-SAR Arctic 1050 Series](#)



ICE-SAR Arctic – 1051



ICE-SAR Arctic – 1052



ICE-SAR Arctic – 1053

Product Specification

Glass Type	Sapphire with anti-reflection coating
Case Material	CARBONOX™
Case Diameter	46 mm
Strap Material	Black NBR rubber signature strap with black/navy blue textile on top and black stitching
Strap Colour	Black or Blue
Dial Colour	Black or Blue
Functions	Date, Pulsometer
Movement	Quartz
Water Resistance	200 metres



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.
