

BROCHURE 2024



WHO ARE WE?



We are a British Independent Watchmaker producing unique watches made from upcycled firefighting materials, in dedication to our Founder's late Grandfather, William Wood, a decorated firefighter who served in the Newcastle & Gateshead Fire Brigade for 25 years.



His Grandson Jonny created the brand in his honour in 2016. We are in the top 10 independent watchmakers in Britain and are the largest Firefighter watchmaker globally. We are now stocked with Watches of Switzerland Group in the UK and US.



What makes our watches so special is the fact that they are built using genuine upcycled firefighter materials such as 1920's Merryweather Brass Helmet's, Fire Hoses and Firefighter Turnout Gear.



A donation from each watch sale goes to firefighting charities with total donations now over £123,000. We have donated to The Fire Fighters Charity, FDNY Foundation and the Australian Bushifire Relief Fund to name a few.



PHOTOGRAPH TAKEN OF WILLIAM WOOD AT PILGRIM STREET FIRE STATION IN 1975

GRANDFATHER JOINING STRIKE ACTION IN 1977



WILLIAM WOOD

PHOTOGRAPH TAKEN ON NOVEMBER 14TH 1977 OF MY GRANDFATHER JOINING THE STRIKES IN FRONT OF PILGRIM STREET FIRE STATION IN NEWCASTLE

FIRE UPCYCLING



We turn firefighter materials marked for landfill into luxury watches. Fire Services around the world donate materials to us to be given a new life.



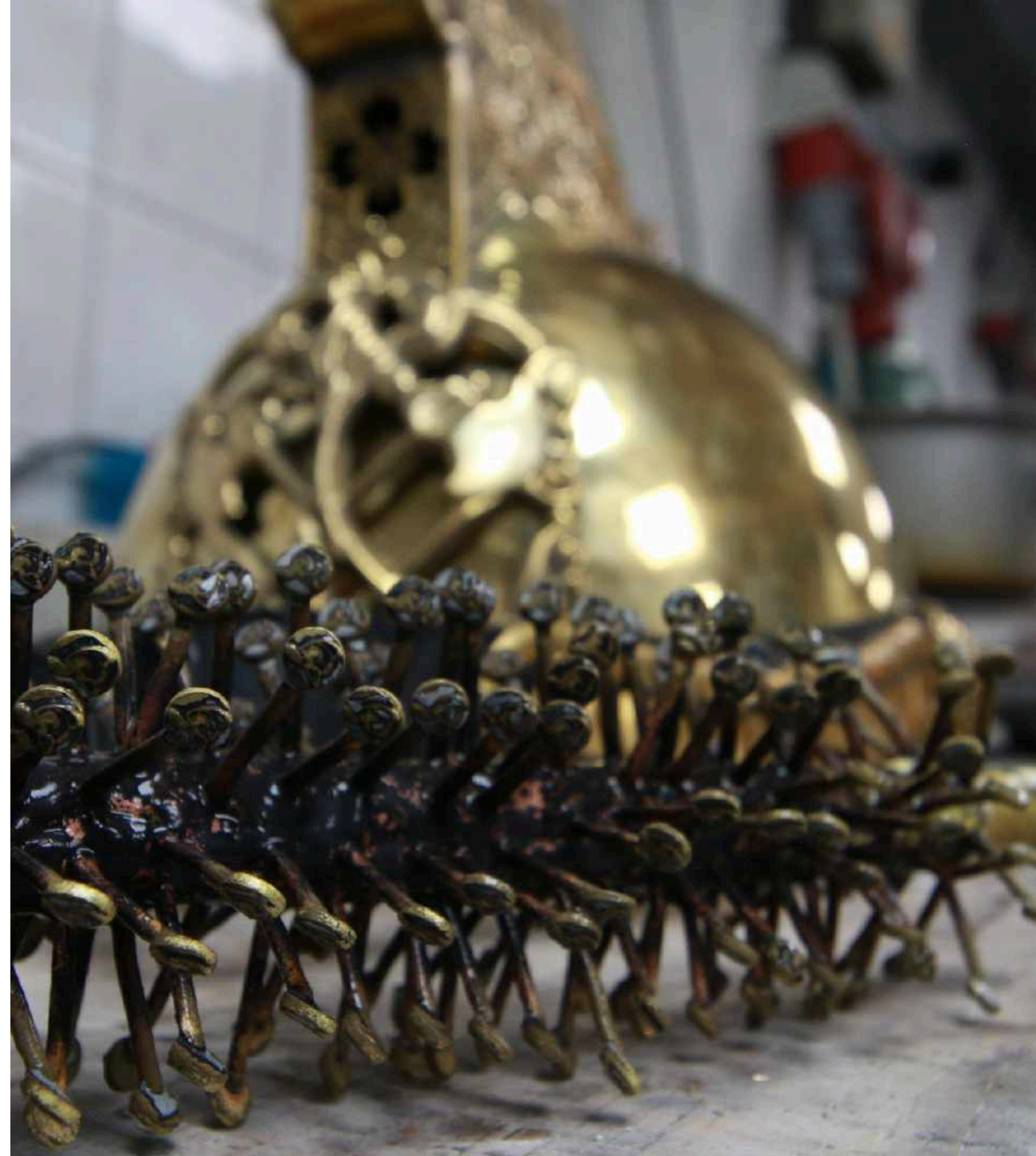
We melt down original 1920's British Brass Firefighter Helmet's in London's jewellery district and pour it inside of the watch case.



All of our watches are available on our upcycled fire hose straps that have been used in real fires around the world. Each strap has its own unique markings and story to tell.



We have 9 different fire hose strap colours to choose from including; London Fire Brigade Red, West Midlands Fire Yellow, Tyne & Wear Fire Blue, British Armed Forces Fire Green, Sacramento Fire Orange, Japanese Fire Purple, UK Fire Black, UK Fire British Racing Green and UK Fire Turnout Gear.



WE MELT DOWN A 100 YEAR OLD BRITISH BRASS FIREFIGHTER'S HELMET AND USE THE BRASS IN OUR WATCH CROWNS.

DUNKIRK



EVACUATION RANGE

Bronze Nautical Case

Swiss-Made

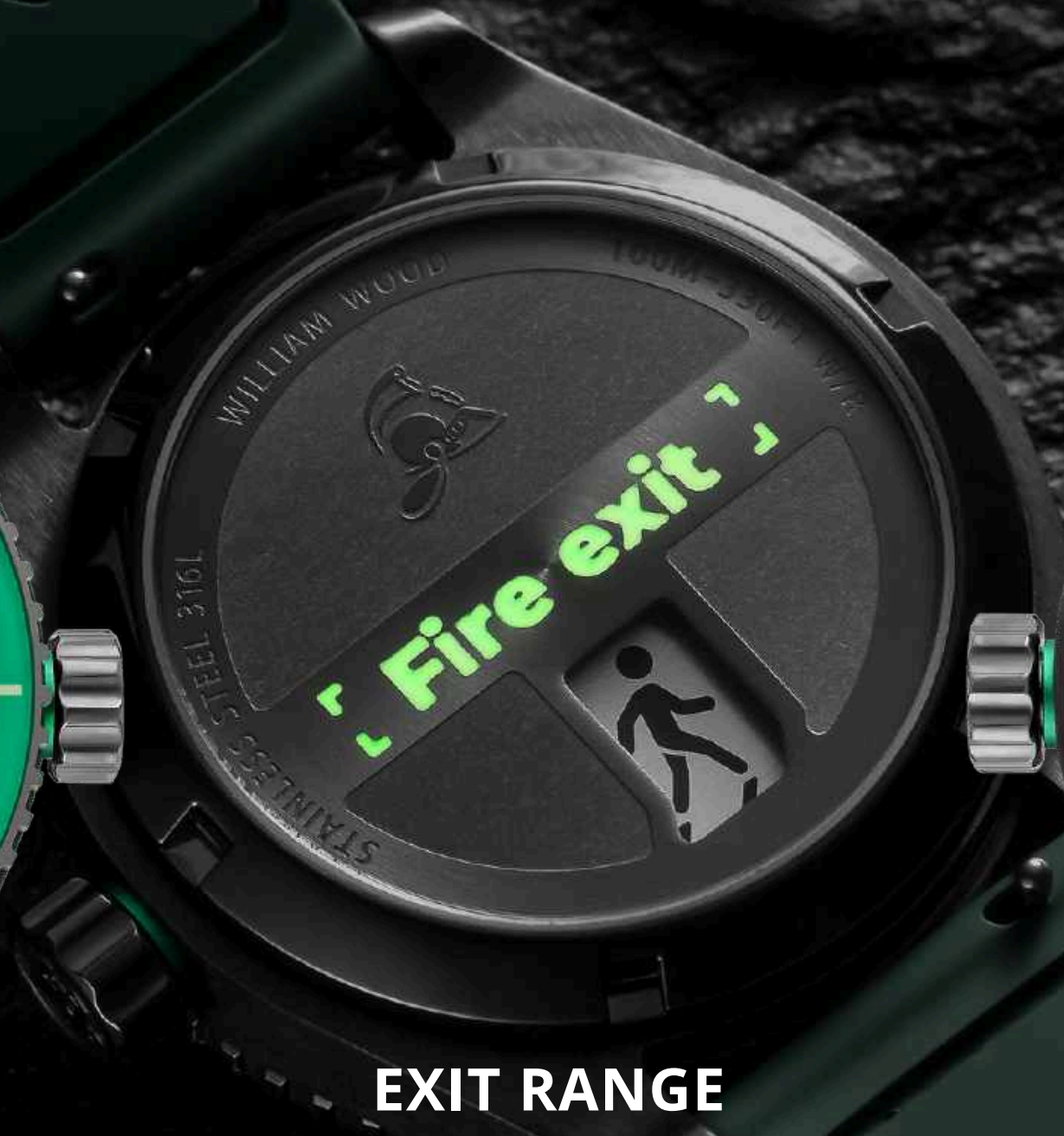
SW200 Top Grade Movement

Operation Dynamo Caseback

Fire Gear Straps

Price: £3,995

FIRE EXIT



EXIT RANGE

Gun Metal Stainless Steel Case
Swiss Day Date Movement
Running Man Caseback
Fire Hose Straps

Price: £1,495

TRIUMPH



PRESTIGE RANGE

Stainless Steel Case

Swiss-Made

Swiss Chronograph Movement

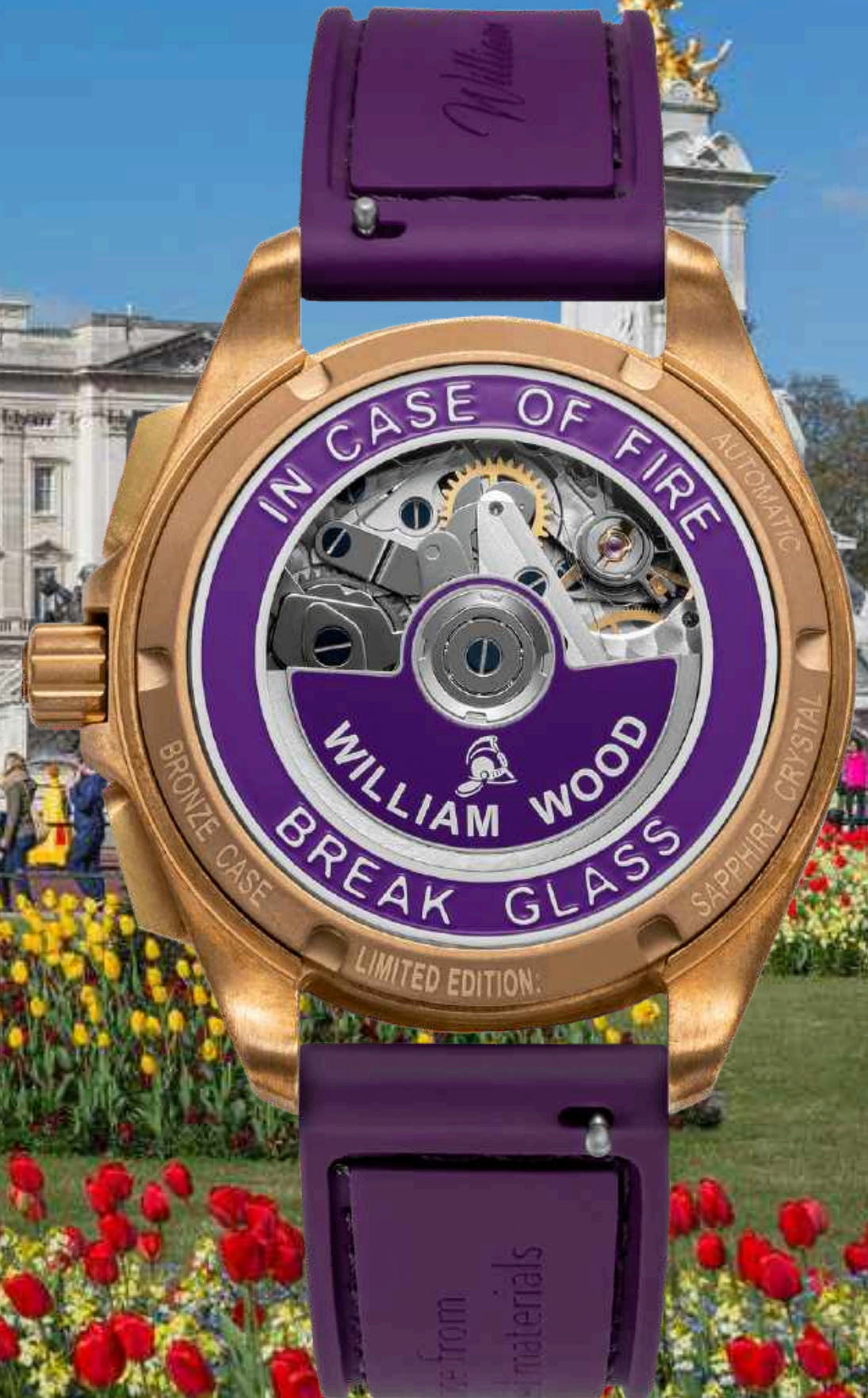
Fire Alarm Caseback

Fire Hose Straps

Price: £2,525



JUBILEE



MONARCHY RANGE

Stainless Steel Case

Swiss-Made

Swiss Chronograph Movement

Fire Alarm Caseback

Fire Hose Straps

Price: £2,795

VALIANT



DIVING RANGE

Stainless Steel Case
Automatic Movement
Double Domed Sapphire Crystal Glass
Upcycled Firefighter Helmet Crown
Fire Hose Straps

Price: £820



BRONZE



HERITAGE RANGE

Bronze Case

Automatic Movement

Double Domed Sapphire Crystal Glass

Upcycled Firefighter Helmet Crown

Fire Hose Straps

Price: £920

FEARLESS



FIELD RANGE

Stealth Black Case
Automatic Movement
Rugged On Duty Watch
Firefighter Helmet Caseback
Black Fire Hose Straps

Price: £920



FIRE



FIRE RANGE

Stainless Steel Case
Automatic Movement
Diving Watch
Fire Symbol Caseback
Orange Fire Hose Straps

Price: £995

EXTINGUISHER



EXTINGUISHER RANGE

Stainless Steel Case
Automatic Movement
Diving Watch
Extinguisher Caseback
Red Fire Hose Straps

Price: £995



CHIVALROUS

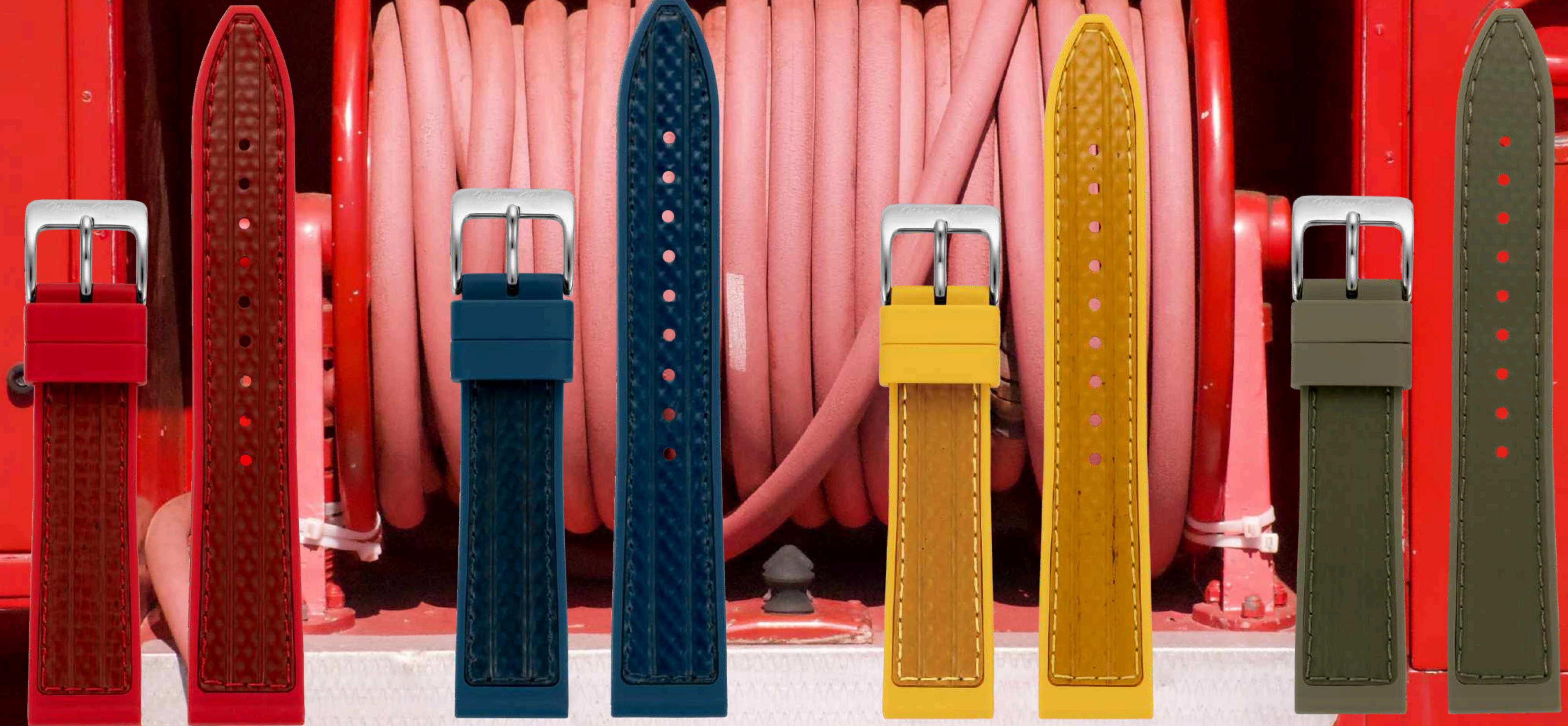


DRESS RANGE

Stainless Steel Case
Quartz Movement
Slimmer Dress Case
Firefighter Coin Caseback
Leather Straps

Price: £525

STRAP RANGE



London Fire Brigade
Red

Tyne & Wear Fire Blue

West Midlands Fire Yellow

British Armed Forces
Green

STRAP RANGE



California Fire Orange

UK Fire Racing Green

Japanese Fire Purple

UK Firefighter Uniform

STRAP RANGE



UK Fire Black

Stainless Steel Bracelet

PRESENTATION PACKAGING

All our watches come packaged in our our Red Travel Roll, or upgrade to our Fire Alarm Box.



TRAVEL ROLL

*Straps not included



FIRE ALARM BOX

FIRE DEPARTMENT WATCHES

We have produced watches for some of the largest Fire Departments and Fire Organisations in the world.

In July 2022 we produced a watch for the largest Fire Department in the world, the New York Fire Department. We produced a limited edition watch for the Men and Women of the FDNY which is now stocked in the FDNY Fire Zone Store in the Rockefeller Centre New York. We donated \$25,000 to the FDNY Foundation as a result of this collection. We have also produced watches for the London Fire Brigade, Kent Fire Service, Melbourne Fire Brigade and Kuwait Fire Force to name a few.

In September 2021 we produced 100 limited edition William Wood Watches for the beneficiaries of the Tunnel to Towers Foundation in New York in support of the 20 year anniversary of 9/11. We also auctioned off a one of a kind William Wood Watch for \$19,000 with all proceeds going to the Foundation.



LONDON FIRE BRIGADE

IN THE PRESS

The New York Times

Men's Health

The  INDEPENDENT

 FINANCIAL
TIMES

Forbes

Esquire 

HODINKEE

WHO'S WEARING?



Adam Hills - Australian Comedian and Last Leg Channel 4 Presenter



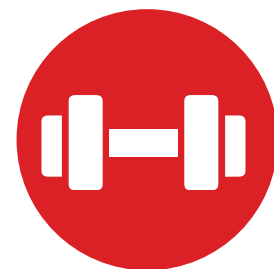
Rav Wilding - BBC Daytime Breakfast Presenter



Stipe Miocic - Two Times UFC Heavyweight World Champion and Career Firefighter



Adam Weistman - US Billionaire & Philanthropist



Lee Phillips - 41 x Men's Health Front Cover Athlete and LFB Firefighter

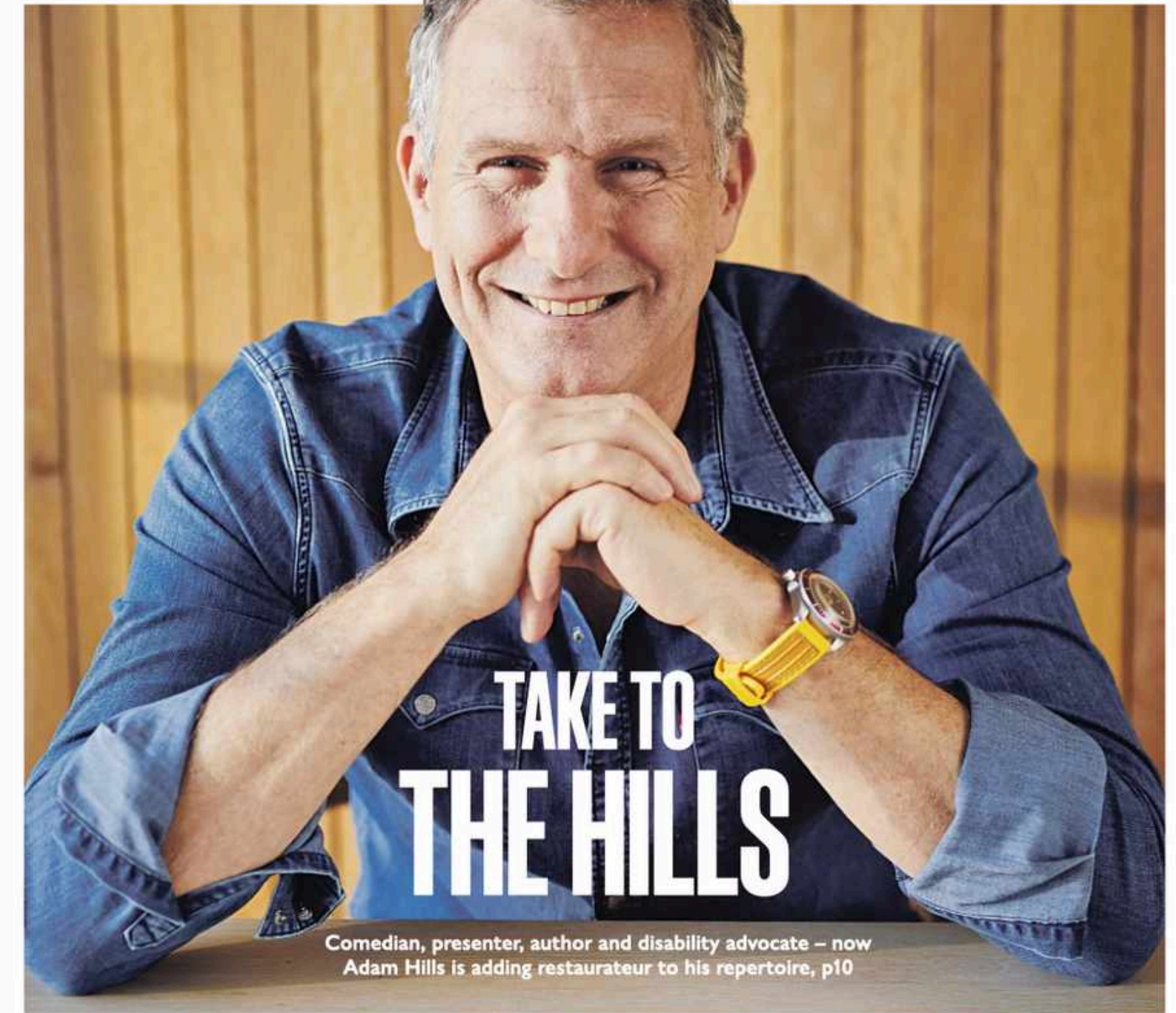


WAITROSE
& PARTNERS

Weekend

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FREE



Comedian, presenter, author and disability advocate – now Adam Hills is adding restaurateur to his repertoire, p10

FAIRTRADE FORTNIGHT

Pop-up store points the way to a more sustainable future

p2

DIANA HENRY

A sharing menu with a Scandi twist to make Saturday special

p24

WOMEN IN HOLLYWOOD

Anna Smith celebrates a long overdue movie success story

p36

NEW LOWER PRICES

Food to feel good about for less with hundreds of reductions

p41

CHARITY

100

We are very proud to have donated over £123,000 to firefighting charities around the world.



We built the world's first William Wood Motorcycle made from firefighting materials and our watch parts which raised £10,800 for The Fire Fighters Charity.



For the 20 year anniversary of 9/11 we produced a one of a kind watch that sold for \$19,000, with all proceeds going to the Tunnel to Towers Foundation in New York.



In 2020 we produced a one of a kind watch for the Australian Bushfire Luxury Watch Auction. The auction raised \$150,000 to help the country recover.



We are the sponsor for both the London Fire Brigade Boxing Club and London Fire Brigade Rugby Club financing their facilities, kit and equipment.



WORLD'S FIRST WILLIAM WOOD WATCHES MOTORCYCLE



William Wood
LONDON