

PRESS RELEASE

Turning the #tide



There are so many deeply troubling statistics about plastic waste. They should be hard to ignore.

For example, every year, as many as 13 million tonnes of plastic leak into our oceans, according to UN Environment. That's a truck-load every minute. An article on National Geographic reasons that there are 5.25 trillion pieces of plastic waste in our oceans, of which 269,000 tonnes float on the surface. Only 9 per cent of all plastic ever produced is thought to have been recycled.

Despite efforts, we're not reversing the trend yet. The negative effect on our climate, our health and our economy is potentially catastrophic. There is a lot of work to do.

Oris is on a mission to bring Change for the Better. As part of that, we are proud to announce that we are now climate neutral and that in partnership with ClimatePartner, we will publish our first sustainability report in 2022. We also continue to focus on the world's oceans, supporting conservation organisations with limited-edition watches.

One such watch was the Clean Ocean Limited Edition we created in partnership with Everwave (formerly Pacific Garbage Screening) to promote the development of an innovative floating platform designed to prevent plastic waste reaching the ocean. We continue to support its work.

This year, we're introducing the Aquis Date Upcycle, a version of our high-performance diver's watch with a dial made of recycled PET plastic.

As well as to show how plastic can be recycled and then upcycled to become a piece of luxury watchmaking art, the vision behind the watch is to encourage people all over the world to take part in clean-up days.

Oris, together with its global network of partners and suppliers, has been organising clean-up days for World Cleanup Day for a number of years. Collecting trash, like reducing what we throw away, is a collective responsibility and it's only through education and the efforts of many that we'll keep our oceans clean for future generations.



The watch, which is available with either a 41.5 mm or 36.5 mm case, is particularly special. The PET plastic recycling process produces random patterns, meaning no two dials are the same. In effect therefore, each piece is unique. We're not limiting either size, and we'll keep making them for as long as there's demand. Our hope is that our customers will choose Aquis Date Upcycle and join us in making a daily commitment to reducing the world's ocean plastic crisis.

Beyond the dial, the watches share their architecture with the popular Aquis Date 41.5 mm and 36.5 mm models. Both have a stainless steel case and a uni-directional rotating diver's bezel with a scratch-resistant grey ceramic insert.

They also have a stainless steel bracelet with a clasp extension system, crown protectors, a screw-down crown and a Swiss Made automatic mechanical movement.

The story doesn't end there. We'll be supplying the watches in special presentation boxes made by our new partner #tide ocean material®. The boxes are made of upcycled ocean-bound plastic waste.

To date, #tide, which is committed to the UN's Sustainable Development Goals, has saved 15 million PET plastic bottles from entering the ocean. Its recycling processes save 52 per cent of the energy used in creating virgin plastics, and its production methods cause 79 per cent less greenhouse gas emissions. And what's more, its plastics can be recycled – again and again. You'll also find them in #tide coffee cups, jewellery and even sports hall floors.

For Oris, the partnership makes even more sense because #tide's plastic is made in Switzerland. Working with #tide has helped us Change for the Better, create awareness, and reduce our carbon footprint. We'll come back to this in much more detail in a future release dedicated to the story.

Because of all this, the Aquis Date Upcycle becomes more than a watch. This is a statement about the future of our planet. Together we can bring Change for the Better.

Aquis Date Upcycle

Oris continues its mission to bring Change for the Better with the Aquis Date Upcycle, a watch with a unique dial made of recycled PET plastic



01 733 7766 4150-Set

01 733 7770 4150-Set

Case

Material Multi-piece stainless steel case, uni-directional rotating bezel with grey ceramic insert

Size 41.50 mm, 1.634 inches / 36.50 mm, 1.437 inches

Top glass Sapphire, domed on both sides, anti-reflective coating inside

Case back Stainless steel, screwed, see-through mineral glass

Operating devices Stainless steel screw-in security crown

Water resistance 30 bar (300 m)

Interhorn width 22 mm / 18 mm



Movement

Number Oris 733

Dimensions Ø 25.60 mm, 11 1/2'''

Functions Hours, minutes and central sweep seconds hands, date with quick setting, stop second device, date window at 6 o'clock

Winding Automatic

Power reserve 38 hours

Vibrations 4 Hz (28'800 A/h)

Jewels 26

Dial

Design made of recycled PET plastic, each unique

Luminous material Super-LumiNova®

Indices Applied

Strap Multi-piece stainless steel metal bracelet with folding clasp with extension



Extras

Special box made of upcycled #tide ocean plastic

Availability September 2021

Swiss retail price CHF 2,100