

## PRESS RELEASE

### Luminox Bear Grylls Survival ECO – ‘NO PLANET B’

**April 2024** – The Luminox Bear Grylls Survival ECO 3720 Series – ‘NO PLANET B’ is yet another amazing addition to the Bear Grylls and #tide eco-friendly collection. The collaboration combines Luminox's precision watchmaking with Bear Grylls' adventurous spirit and the innovation of Swiss company #tide, which provides recycled ocean-bound plastics for sustainable products, while simultaneously championing environmental conservation.

The timepiece offers an innovative solution in the face of environmental challenges by removing approximately three 500ml plastic bottles from the ocean per watch and by that reduces plastic waste and its impact on our environment. Bear Grylls comments on the groundbreaking ECO Series:

*“When it comes to reducing harm to our wild places and natural environment, we need to be the change we want to see. I am so proud to partner with Luminox on our new ECO Series watch, leading the way towards a future without plastic”.*



As the most sustainable timepiece in Luminox's portfolio to date, the ECO 3720 'NO PLANET B' is a symphony of recycled elements. The strap and case are made from 100% ocean plastic collected in partnership with #tide. The #tide material first starts out as



collected plastic waste, which is then broken down into its base particles. These are then treated, cleaned, and shredded so that they can be injected, just like its original plastic counterparts. This way, Luminox reuses the ocean waste plastic, reducing the impact on the planet and contributes to cleaning up our oceans, while helping the local communities most impacted by ocean pollution.

The ECO 3720 features a 42mm case and strap made of recycled ocean plastic, with the mantras 'EVERY SECOND COUNTS' and 'NEVER GIVE UP' engraved on the case back alongside the Luminox, Bear Grylls and #tide logos. The black strap has the message – "I USED TO BE A BOTTLE" printed on the inside of the strap, reminding the wearer of its origin. The strong and emotional phrase 'NO PLANET B' is visible on the dial and serves as a stark reminder of the seriousness of our environmental crisis and the need to make drastic changes starting today. Lastly, the watch has the famous Luminox Light Technology tubes in orange and green that illuminate the watch, ensuring 24/7 visibility in all light conditions.

With more than 8 million tons of plastic trash landing in the ocean, each step to reduce this waste helps to make an impact. The latest release in the ECO series builds on the success of the well-suited partnership of Luminox, Bear Grylls and #tide, and their commitment to sustainability to offer watches made for the future.

Luminox Bear Grylls Survival ECO – ‘NO PLANET B’



Luminox Bear Grylls Survival ECO ‘NO PLANET B’ – 3722.ECO  
SGD \$595 before GST

Product Specification

Glass Type	Hardened mineral glass
Case Material	100% #tide ocean-material
Case Diameter	42 mm
Strap Material	100% #tide ocean-material
Strap Colour	Black
Dial Colour	Black
Functions	Date
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.

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## **AVAILABILITY**

Luminox watches are available at Crystal Time Pavilion at VivoCity #01-K30, TANGS at Tang Plaza Level 3 and authorised watch retailers.

For further information and the list of authorised retailers, please call Crystal Time (S) Pte Ltd at +65 6747 8888 or visit the website at [www.luminox.com.sg](http://www.luminox.com.sg)

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