



Nivada
Grenchen

— Since 1926 —

CONFIGURATOR DEPTHMASTER

Bespoke to the Max: Nivada Grenchen takes uniqueness and customer experience to the next level by offering one of the most innovative and comprehensive watch customization tools on the market.



True flexibility in product design means giving customers the ability to customize the end product to reflect their own personal needs and tastes. This is the wave Nivada Grenchen is surfing on with a new online customization tool for the legendary Depthmaster, offering as many possibilities for personalization as could possibly be imagined.



Guillaume Laidet, Nivada Grenchen's CEO, once again delivers proof that his customers are royalty : *“To all the Nivada Grenchen fans who keep asking us for watch design combinations that don't exist, I invite them to try out our new configurator. After all, the demand for this kind of 'create-your-own' tool came directly from them. At Nivada Grenchen, the customer is at the center of every new project. We listen and we pay attention, and we show respect with a fair price.”*



From January 19th to February 1st, 2023, lovers of the brand and those still at the exploratory stage will have two weeks to play around with the idea and build their own perfect 'Pac-Man' Depthmaster – from a virtually infinite number of component options and bezel, dial, hand and strap combinations. The countdown is on! CEO Guillaume Laidet invites you to test drive the new configurator at this dedicated link:

<https://nivadagrenchenofficial.com/products/depthmaster-cyo>



Eight dial versions, six versions for the hour, minute and the seconds hands, four types of bezels...and if that's not enough options to choose from, a plethora of straps (5 different options) and the range of Swiss Super-LumiNova® luminescent pigments have been added to the mix, too. Indeed, never before has choice rhymed so well with challenge.

“The possibilities for configuring the various elements of this watch to suit one’s particular wants and tastes are practically infinite. Now you can build a watch with you, and only you, in mind,” says Guillaume Laidet, CEO of Nivada Grenchen.

“Customers will love the power of customization and can finally wear the exact watch they have been looking for. This is very exciting news for the industry. My goal is to do everything possible to make each customer feel individually pampered,” he adds.



It's barely been a year since the team that took the helm at Nivada Grenchen started the buzz with an online configurator allowing an unprecedented level of customization for a watch. Good news: Here we go again! To celebrate the anniversary of Operation Configurator (the mission was a resounding success), initiated last year, CEO Guillaume Laidet proposes an encore with the iconic DEPTHMASTER. Guillaume's credo: to offer buyers a real sense of personal identity and bespoke watchmaking, and always at a disarmingly decent price.

The Depthmaster Configurator opens a world of possibilities for customization:

- 8 dial options
- 6 hand options
- 4 bezel options
- 5 strap options



About Nivada Grenchen, the tool watch brand

Nivada Grenchen is one of those brands that has slipped under the radar but glows with an incredibly rich, authentic and fascinating history. Nivada Grenchen was founded by Jacob Schneider in 1926 and quickly established a reputation for beautiful, affordable, and extremely reliable timepieces: tool watches that are second to none.

Introduced in 1965, the Depthmaster was the very first dive watch to be waterproof to 1,000 meters – or 3,300 feet. A staggering depth – and an equally staggering record in the context of mid-20th century watchmaking. At the time, most dive watches were rated to 100 meters, rarely 200 meters. And few brands were as innovative and bold as Nivada Grenchen in terms of pushing the performance envelope. The dial's daring 'Deco' font was also like nothing ever seen before, either. Vintage watch collectors were quick to spot the similarity between the 6 o'clock and 9 o'clock markers and another pop culture icon and, thus, the Depthmaster became the "Pac-Man".



**The
Depthmaster
is
depth-tested
to
3000 feet**

You'll have to go pretty deep to beat that

The Depthmaster is tested deeper than any other underwater watch: waterproof* and pressureproof to 3000 ft. How does Nivada Grenchen do it? With a lifelast case of heavy gauge stainless steel that's engineered to completely withstand pressure. And built to withstand seepage four ways: (1) Stronger, tougher seepage proof winding crown. (2) Special innerguard metal cover to shield movement inside watch case. (3) Extra case back threads allow for greater strength to seal case extra tight. (4) Double-thickness allproof crystal for complete security, not only against seepage, but condensation and breakage. More. Screw-in powerpins hold strap or bracelet so it can't fall off. Extra-duty strap won't weaken or fray, because it's designed to shed water. Crysgard, powerful, threaded, all-steel ring locks crystal firmly in place. Of course it's self-winding... won't run down under water. And has large rotating ring gauge to clearly show your elapsed underwater time. Before you buy this watch, by all means, we insist, check the competition, if you can find any. See how many watches offer these features at any price. The Croton price: \$120. *Provided case, crown, crystal intact.

DEPTHMASTER BY NIVADA GRENCHEN
CROTON WATCH CO., INC., Croton-on-Hudson, N.Y.

What's so dope about the Depthmaster when it came out: it was just so totally different from the majority of other dive watches that featured a round case, round rotating bezel and round markers. Instead, the Depthmaster came in a 38mm cushion-shaped case with muscular lugs, a massive knurled-edge bezel, and in some versions, a dial with highly luminous markers that were totally unique : in fact, so 'out there' that it's impossible to confuse a Depth-master with any other watch, even (especially!) in the dark.



Depthmaster “CYO – Create Your Own” Technical Specifications

Case : 39mm, black DLC-treated stainless steel

Movement : SOPROD P024, automatic

Functions : Hours, minutes and center seconds, quick-set date, automatic winding mechanism with ball bearing, hacking seconds, 26 jewels.

Power reserve : 38 hours

Water resistance : 1,000m (3,300ft);
automatic helium release valve

Crystal : Sapphire

Bespoke options:

Dial : 8 versions

Hands : 6 versions

Strap : 5 versions

Bezel : 4 options

Price : CHF 950





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