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# IWC SCHAFFHAUSEN LAUNCHES NEW TIMBERTEX PAPER-BASED WATCH STRAPS

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Schaffhausen, 11 March 2021 – IWC Schaffhausen has unveiled new TimberTex straps, made from a low-impact paper-based material. This pioneering creation is the result of in-depth research and development and reflects IWC's ongoing commitment to innovation and responsible watchmaking.

IWC has long led the luxury watch sector in the development of cutting-edge materials and is now proud to introduce new watch straps made primarily of paper from responsible sources. Conscious of the importance of offering alternatives to its responsibly sourced leather, the Swiss brand already provides bracelets in steel, textile and rubber. Today, the Manufacture is broadening this existing collection further with the addition of TimberTex straps. By focusing on the production process and lifecycle, IWC has ensured reduced environmental and social impacts from start to finish, while providing customers with another high-quality and stylish choice.

"Throughout our 153-year history, IWC has led the way in product design, material invention and manufacturing methods. From our formative years, using hydropower provided by the River Rhine, to our early adoption of titanium, ceramics and the creation of Ceratanium®, our pursuit of innovation has yielded remarkable advances. Naturally, we wanted to apply this same pioneering spirit to finding further high-quality alternatives for our clients who don't wear animal leather," explained IWC CMO & Sustainability Committee Chair Franziska Gsell.

## A PREMIUM, ECO-FRIENDLY ALTERNATIVE

Luxurious in look and feel, the TimberTex straps have a soft and supple texture. Unlike synthetic leathers, which are often plastic or petroleum-based, the material is composed of 80% natural plant fibres. The cellulose used comes from Forest Stewardship Council (FSC)-certified

trees grown in the non-profit organisation's sustainably and responsibly managed European forests. It is then manufactured in Italy, using traditional papermaking techniques and coloured with natural plant-based dyes. The material's irregular grain makes every strap unique.

## HERITAGE CRAFTSMANSHIP LED BY ENVIRONMENTAL PRINCIPLES

The creation of TimberTex straps includes over 60 different stages, with craftsmanship playing a key role. Padded with recycled microfibre for extra comfort and expertly finished with recycled thread, they are another highly wearable and luxurious leather-free option. Tested both internally and externally, the straps meet all of IWC's quality criteria. Very durable, they are also water-resistant and won't show signs of wear after a dip in the pool.

The TimberTex straps currently complement four models: the Portugieser Chronograph, Portugieser Automatic 40, Portofino Automatic and Portofino Chronograph. They are available in blue, brown and black.

## IWC SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the 'International Watch Company' in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150 year history, IWC Schaffhausen has developed a reputation for creating functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered technical watch cases manufactured from advanced materials, such as titanium-aluminide and Ceratanium®. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

## DOWNLOADS

Images can be downloaded at [press.iwc.com](http://press.iwc.com)

## FURTHER INFORMATION

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