
THE MATERIAL

In the new TOP GUN line, IWC is using Ceratanium® for the first time in a Pilot's Watch. Newly developed by IWC, Ceratanium® is a material that combines the beneficial properties of titanium and ceramic and enables the company to produce its first Pilot's Watch in a completely jet-black design.

In 1980, IWC launched the IWC Porsche Design Titanchronograph (Ref. IW3700), the first wristwatch with a case made from titanium. This was followed in 1986 by the Da Vinci Perpetual Calendar (Ref. IW3755), the first watch in the world to have a case made from black zirconium oxide ceramic. These feats of engineering marked IWC's first steps into developing its own innovative case materials.

The Schaffhausen-based manufacturer is now taking its material innovations one step further: Ceratanium® (**ceramised titanium**) is a material developed by IWC that combines the outstanding advantages of titanium and ceramic in a groundbreaking new composition. It is as lightweight and unbreakable as titanium and at the same time as hard and scratch-resistant as ceramic.

The base material for Ceratanium® is a special titanium alloy. The manufacturing process for this alloy involves multiple stages and is extremely complex, as the raw material must have an extremely high degree of purity. The blank is initially machined to give the various case components their final shape. This is followed by a furnace process. During this process, oxygen diffuses into the material, a phase transformation takes place and the surface of the metal becomes ceramic. With this

special surface finishing, the material not only takes on the typical properties of ceramic such as extreme hardness and scratch resistance, but also develops its striking, matte black colour. In contrast to conventional coating procedures used today such as DLC, which can separate from the carrier or flake off, the ceramic surface of Ceratanium® adheres permanently to the material. This means that it does not separate, even if the watch is somehow knocked.

As well as its optimum material properties, what characterises Ceratanium® is its matte black colour. It therefore also fulfilled customers' desire for a completely black watch at the start of the five-year development process. For the first time, Ceratanium® will be used for a pilot's watch in the new TOP GUN collection and it will also be the first time IWC has used this material for an unlimited watch. In the Pilot's Watch Double Chronograph TOP GUN Ceratanium (Ref. IW371815), all case components, including the chronograph push-buttons or the pin buckle, are made from Ceratanium®. This gives the watch a completely jet black design.

Ceratanium® is a trademark of IWC Schaffhausen, registered in numerous countries throughout the world.

IWC SCHAFFHAUSEN

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world's leading brands in the luxury watch segment, IWC crafts masterpieces of Haute Horlogerie at their finest, combining supreme precision with exclusive design. As an ecologically and socially responsible company, IWC is committed to sustainable production, supports institutions around the globe in their work with children and young people, and maintains partnerships with organisations dedicated to environmental protection.

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