

January 2023

Dear Watch Industry,

What is the next frontier for watchmaking?

Over the past century we've created watches to be worn across continents, to the highest mountain peaks, to the deepest depths of the oceans, and even on the surface of the Moon. We've created watches with near perfect accuracy, decorated them using our finest crafts and skills, and set them with the most precious gems available to men. We've created watches with complications and displays so complex it boggles the mind. So the question arises: **what is next?**

For us, the answer is simple: **sustainability.**

Because, let's be frank for a minute. The watches we love and covet are luxury and craftsmanship objects in their truest sense. They are, by any means, not necessities. As much as we crave them, we do not need them. In fact, we would be perfectly fine without them - and that would be pretty sustainable. But, naturally, a significant global industry with a centennial cultural and technical legacy, employing highly qualified individuals across the globe, must keep its craftsmanship and products relevant and desirable. That's why we have to aim for the next best thing: watches with as little impact on the environment as possible.

Watches which are built according to **measurable sustainable criteria**; benchmarks that can be continuously improved upon so that, year after year, the entire supply chain can progress until the majority of the volumes will be more sustainably produced and at affordable prices.

We know it's possible, because with the **CB01 GMT X ACE** we reach a sustainability score of **87%**.

What is the CB01?

This watch is the brainchild of Cedric Bellon, who designed it from the ground up to minimize the environmental impact of its production. It's manufactured circularly, efficiently and locally; thereby minimizing component transports, CO2 production, energy consumption and waste. It uses the minimum parts necessary and wears finishes that eliminate the need for galvanic processes, paints, inks, glues and tanning chemicals. The case, dial and buckle are machined from 100% recycled, certified and traceable stainless steel. It uses a repurposed mechanical movement encased in a timeless design made to be worn for a lifetime; maybe more. The result? A watch that not only looks the part, but is also twice as sustainable when compared to similarly priced Swiss made watch - and yes, we have the numbers to back that up!

Now we encourage you to achieve a better sustainability score with your next watch. For a responsible industry. For a new relevance of watchmaking craftsmanship. For the development of new skills. For a more sustainable future.

How will you do better for your next watch?

Yours,



Cedric Bellon



Alon Ben Joseph – Ace Jewelers