



# WATCHES CORPORATE GIFTS 2020



**VICTORINOX**  
SWISS ARMY





## A SUSTAINABLE SIGNATURE

# MORE THAN 130 YEARS OF TRADITION AND EXPERIENCE

Victorinox creates products which are designed to be true companions for life. Precise and elegantly engineered, our company is proud to represent the distinguished characteristics of our country through the manufacturing of the Swiss Army Knife. They are one of the key symbols of excellent Swiss quality and ingenuity. Still today, the core values upon which our business and manufacturing is based, are as relevant as they were in 1897 when Karl Elsener created the Original Swiss Army Knife: Functionality, innovation, iconic design and uncompromising quality. Victorinox products have accompanied people through life's adventures since 1884. They are the ambassadors of our timeless Swiss values – as timeless as the classics you will discover on the following pages.

Today Victorinox produces more than 120'000 Pocket Tools, Household- and Professional Knives per day. We market our products in 125 countries on all five continents and a considerable part thereof is used as Promotional Gifts. The typical values such as quality, innovation, functionality and iconic design leave a lasting impression and guarantee an unmistakable and lasting image transfer. Our products are the result of the dedicated work of 2100 individuals who are part of the Victorinox family from around the world. It is the culmination of their contributions which make Victorinox products what they are: unique. We are pleased to offer you in this catalog a carefully selected choice of favored promotional products.

We are looking forward to writing the next chapter of our company history together. For your continued support and your dedication to our brand, I would like to express my sincere thanks.

Kind regards,

A handwritten signature in black ink, reading "Carl Elsener". The signature is written in a cursive, flowing style.

Carl Elsener





## BRAND VALUES

EACH VICTORINOX SWISS ARMY WATCH EMBODIES THE SPIRIT OF THE LEGENDARY ORIGINAL SWISS ARMY KNIFE, A UNIVERSAL SYMBOL OF FUNCTIONALITY, INNOVATION, QUALITY AND ICONIC DESIGN.

### QUALITY

Victorinox Swiss Army produces its watches in its own workshops based on criteria that emphasize technical performance, so as to optimize usefulness and practicality. They meet the highest standards of the Swiss watchmaking industry. Before leaving the facility, each watch reference is certified after undergoing a battery of at least 100 tests. Among the most important tests are water resistance, temperature, corrosion, UV, traction and torsion, vibration and shock resistance, aging and wear. In addition to this long control process, they are also visually inspected between each manufacturing step. For these reasons, Victorinox Swiss Army watches have a three-year warranty. They are genuine precision instruments, modern and timeless in design, and built to last.

### FUNCTIONALITY

All Victorinox Swiss Army watches are designed for maximum utility. Functionality is a focus for every aspect of the timepiece, from the dial, which should be easy to read, to the most sophisticated professional functions. All design details are based on their practical application. Functions are never mere additions or embellishments.

### INNOVATION

The objective of Victorinox Swiss Army is to enrich its collections regularly with new design elements and innovative features, while seeking creative solutions for the updates of existing components.

### ICONIC DESIGN

Victorinox Swiss Army watches are inspired by the Original Swiss Army Knife, which has become, over many decades, one of the world's most recognizable objects of functional design. Sharing the same source of inspiration, both the watch and the knife symbolize the union between the history of Victorinox and its contemporary interpretations

### 5-YEAR WARRANTY

A minimum of 100 quality control tests allow Victorinox Swiss Army to offer a 5-year warranty!

## HISTORY

# THE SPIRIT OF INNOVATION & SUSTAINABILITY

Responsibly meeting the needs of the present, and ensuring that future generations will be able to meet theirs, require innovative thinking on an unprecedented scale. Robustness, durability and quality are the key requisites.

1884



**Karls Elsener opens a cutlery workshop in Ibach – Schwyz with the support of his mother Victoria.**

1909



**Following the death of his mother, Karl Elsener introduces the brand name "Victoria" in her honor. The company's founder legally registers the distinctive emblem with the cross and shield as a trademark. It is now a registered trademark in more than 120 countries.**

1945



**The "Original Swiss Army Knife" begins its successful progression around the world and is particularly popular in US Army PX stores.**

1989



**Victorinox's American distribution partner enters the timepiece market in the USA under the "Swiss Army Brands, Inc." label.**



2002



**The publicity traded US distribution partner Swiss Army Brands Inc. is privatized. The timepiece brand Victorinox Swiss Army is launched internationally.**

2009



**Geneva City hosts first Victorinox Flagship store in Switzerland. 125 years after its foundation, Victorinox now employs more than 1800 employees worldwide and generates revenues of around CHF 500 million.**

2014



**The Brand celebrates its 130th anniversary together with the 25th anniversary of Victorinox Swiss Army timepieces.**

2016



**Victorinox Swiss Army moves to its new watchmaking competence center in Delémont in the Swiss Jura. Inauguration of the watch case production facility in Delémont.**



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## INSCRIPTIONS

# THE BRAND FOR BRANDS

The wide comprehensive range of Victorinox corporate gifts is complemented by perfectly matched customized upgrade options. The main focus of our promotional products is premium quality, to ensure they leave a lasting impression. The entire procedure, from pre-printing to the imprinting process, is done in-house, ensuring that you can rely 100% on professional advice and execution.

We offer 2 different options for imprinting your logo or claim and no matter which one you choose, your expectations will be fully met.

**The company logos printed herein are shown for demonstration purposes only and remain property of the respective company.**



FIRE DEPARTMENT NEW YORK



UAE MINISTRY OF DEFENCE

## INSCRIPTIONS

### TAMPONPRINT ON DIAL

Today, over 90% of the printing jobs we carry out at Victorinox use the tamponprint process (pad printing). Whether it's spot color printing using up to 6 colors or 4-color photo printing (CMYK), your logo will meet your CI guidelines exactly. In both procedures, color is lifted with an elastic stamp from a steel plate (with an etched-in image) and transferred to the dial to be printed.



**Delivery lead time: 5 weeks, MOQ: 25 pieces**

### LASER ENGRAVING

Laser engraving creates a perception of depth, making it perceptible to the touch. On metal, the lettering and logos appear on the surface in an anthracite/grey color. In general the laser engraving features high wear resistance.



**Delivery lead time: 5 weeks, MOQ: 25 pieces**

## INSCRIPTION ARTWORK

Please supply artwork (company logo) in one of the following formats:

### 1. ELECTRONIC DATA

Vectorized graphic logos saved as Adobe Illustrator (.ai), Corel-Draw (.cdr) or Freehand (.fh) format files or exported as an encapsulated postscript (.eps) file. Fonts should be exported as curves or supplied with the disc.

### 2. CONVENTIONAL ARTWORK

Reproducible black-and-white or color document (enlarged up to DIN A4, if possible). Films must usually be recorded and reworked by our specialists electronically.

The submitted artwork is placed by our experts inside the defined areas, observing optical and graphic rules, and in line with the request of the customer with regard to logo, letters/text.

### "READY TO PRINT" PROOF

On receipt of the first order, we will send within three business days, together with the order confirmation, colored 1:1 proof on paper. In return, we kindly ask you to sign or comment on this proof as soon as possible. Note that the delivery date is based on the date of your approval of the proof. For technical reasons, because this is produced by laser printer, the colors are not binding.

**We reserve the right to make technical or aesthetic changes to the models shown in this catalogue. nted.**





# I.N.O.X.

The I.N.O.X. collection is engineered to endure a truly adventurous life. I.N.O.X. watches can handle extreme conditions such as a fall of 10 meters, being driven over by a 64-ton tank or a dive down to 200 meters. They were also designed to please the eye. Day or night, in the office or on a mountain, nothing beats the durable, versatile look of the I.N.O.X. collection.

# I.N.O.X.

## UP TO 130 EXTREME DURABILITY TESTS

Swiss Made

Quartz Movement

Ronda 715

Stainless steel case (316L)

Scratch-resistant, triple-coated  
anti-reflective sapphire crystal

Water-resistant to 200 m (20ATM, 660 ft)

Screw-in caseback

Protected screw-down crown

Luminescent hands and hour markers

Date calendar

Innovative survival paracord strap

Delivered with protective bumper



241726  
Ø 43 mm



241894  
Ø 43 mm



# I.N.O.X.

## UP TO 130 EXTREME DURABILITY TESTS

Swiss Made

Quartz Movement

Ronda 715

Stainless steel case (316L)

Scratch-resistant, triple-coated  
anti-reflective sapphire crystal

Water-resistant to 200 m (20ATM, 660 ft)

Screw-in caseback

Protected screw-down crown

Luminescent hands and hour markers

Date calendar

Genuine rubber strap

Delivered with protective bumper



241682.1  
Ø 43 mm



241688.1  
Ø 43 mm



# I.N.O.X. PROFESSIONAL DIVER TITANIUM

## UP TO 130 EXTREME DURABILITY TESTS

Swiss Made

Quartz Movement

Ronda 715

Titanium case with unique fine sandblasted finish

Hypoallergenic metal case & buckle

Scratch-resistant, triple-coated  
anti-reflective sapphire crystal

Water-resistant to 200 m (20ATM, 660 ft)

Screw-in caseback

Protected screw-down crown

Luminescent hands and hour markers

Date calendar

Monobloc dial

Extensible genuine rubber strap

Innovative survival paracord strap

Delivered with protective bumper with removable  
magnifying glass



241810  
Ø 45 mm



241813  
Ø 45 mm



# I.N.O.X. PROFESSIONAL DIVER

## UP TO 130 EXTREME DURABILITY TESTS

Swiss Made

Quartz Movement

Ronda 715

Stainless steel case (316L)

Scratch-resistant, triple-coated  
anti-reflective sapphire crystal

Water-resistant to 200 m (20ATM, 660 ft)

Screw-in caseback

Protected screw-down crown

Unidirectional rotating bezel with count-up scale

Anti-magnetism

Luminescent hands and hour markers

Date calendar

Extensible genuine rubber strap

Innovative survival paracord strap

Delivered with protective bumper with removable magnifying glass



241734  
∅ 45 mm





241845  
Ø 45 mm



241736  
Ø 45 mm

# I.N.O.X. MECHANICAL

Swiss Made  
Mechanical automatic movement  
Sellita SW 200-1  
Stainless steel case (316L)  
Scratch-resistant, triple-coated  
anti-reflective sapphire crystal  
Water-resistant to 200 m (20ATM, 660 ft)  
Screw-in caseback  
Protected screw-down crown  
Luminescent hands and hour markers  
Date calendar

Innovative wood strap

Delivered with protective bumper



241834  
∅ 43 mm



# I.N.O.X. V

## UP TO 130 EXTREME DURABILITY TESTS

Swiss Made

Quartz Movement

Ronda 715

Stainless steel case (316L)

Bold high grade rose-gold (PVD) stainless steel case\*

Scratch-resistant, triple-coated anti-reflective sapphire crystal

Water-resistant to 200 m (20ATM, 660 ft)

Screw-in caseback

Protected screw-down crown

Luminescent hands and hour markers

Genuine rubber strap

Innovative survival paracord strap

Delivered with assorted protective bumper



**241807**  
**Ø 37 mm**



241771  
Ø 37 mm



241769  
Ø 37 mm



241808  
Ø 37 mm



241880  
Ø 37 mm



# MAVERICK

The Maverick collection offers the perfect blend of elegance and function. Combining quartz or automatic movement, stainless steel case and sapphire crystal, Maverick watches are ready to follow you anywhere. So whether you're heading to the office, the mountains or an elegant dinner party, the Maverick is on your side

# MAVERICK

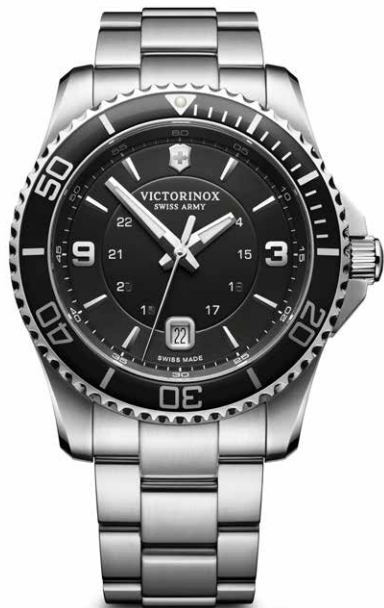
Swiss Made  
Quartz Movement  
Ronda 715  
Stainless steel case (316L)  
Scratch-resistant, triple-coated  
anti-reflective sapphire crystal  
Water-resistant to 100 m (10ATM, 330 ft)  
Unidirectional rotating bezel with count-up scale  
Screw-in caseback  
Crown protection  
Luminescent hands  
Date calendar

Stainless steel bracelet (316L)  
PVD treatment on case, crown and bracelet \*



241602 \*  
∅ 43 mm





241697  
Ø 43 mm



241605 \*  
Ø 43 mm

# MAVERICK SMALL

- Swiss Made
  - Quartz Movement
  - Ronda 705
  - Stainless steel case (316L)
  - Scratch-resistant, triple-coated anti-reflective sapphire crystal
  - Water-resistant to 100 m (10ATM, 330 ft)
  - Unidirectional rotating bezel with count-up scale
  - Screw-in caseback
  - Crown protection
  - Luminescent hands
  - Date calendar
- 
- Stainless steel bracelet (316L)
  - PVD treatment on case, crown and bracelet \*



241612 \*  
Ø 34 mm



241609  
Ø 34 mm





# ALLIANCE

The Alliance collection is the strong, silent type. It flies under the radar and it never makes a fuss. But when you take a closer look, you'll find details that reveal complete confidence beneath the surface. In the most elegant manner, this collection is a blend of the very best of Victorinox design, technology and quality.

# ALLIANCE

Swiss Made Quartz Movement  
Ronda 715  
Stainless steel case (316L)  
Scratch-resistant, triple-coated  
anti-reflective sapphire crystal  
Water-resistant to 100 m (10ATM, 330 ft)  
Screw-in caseback  
Luminescent hands and hour markers  
Date calendar

Stainless steel bracelet (316L)  
Delivered with assorted Swiss Army Knife



241802.1  
ø 40 mm



241801  
Ø 40 mm



241803  
Ø 40 mm

# ALLIANCE MECHANICAL

Swiss Made mechanical Movement  
ETA 2892  
Stainless steel case (316L)  
Scratch-resistant, triple-coated  
anti-reflective sapphire crystal  
Water-resistant to 100 m (10ATM, 330 ft)  
Screw-in caseback  
Luminescent hands and hour markers  
Date calendar  
Leather strap



241871  
Ø 40 mm



# ALLIANCE SPORT

- Swiss Made Quartz Movement
- Ronda 5030.D
- Stainless steel case (316L)
- Scratch-resistant, triple-coated anti-reflective sapphire crystal
- Water-resistant to 100 m (10ATM, 330 ft)
- Screw-in caseback
- Luminescent hands and hour markers
- Date calendar
- Monobloc dial
- Genuine rubber strap



241818  
Ø 44 mm

# ALLIANCE SMALL

Swiss Made Quartz Movement  
Ronda 708 Moon-Phase\*  
Ronda 705  
Stainless steel case (316L)  
Scratch-resistant, triple-coated  
anti-reflective sapphire crystal  
Water-resistant to 100 m (10ATM, 330 ft)  
Screw-in caseback with moon engraving  
Luminescent hands and hour markers  
Date calendar  
Swarovski crystals on the dial\*\*  
Genuine mother-of-pearl laquered dial finish

Stainless steel bracelet (316L)  
PVD treatment on bracelet\*\*



241833 \*  
Ø 35 mm



241831 \*\*  
Ø 35 mm

# ALLIANCE SMALL

Swiss Made Quartz Movement  
Ronda 705  
Stainless steel case (316L)  
Scratch-resistant, triple-coated  
anti-reflective sapphire crystal  
Water-resistant to 100 m (10ATM, 330 ft)  
Screw-in caseback  
Luminescent hands and hour markers  
Date calendar

Stainless steel bracelet (316L)



241828  
∅ 35 mm

# ALLIANCE XS

Swiss Made Quartz Movement  
Ronda 773  
Stainless steel case (316L)  
Scratch-resistant, triple-coated,  
anti-reflective sapphire crystal  
Water resistant to 100 m (10 ATM, 330ft)  
Rose-Gold color hands and numerals  
Swarovski crystals on the dial

Stainless Steel Bracelet (316L)  
PVD treatment on case and bracelet \*  
Genuine Leather Strap  
Mesh bracelet \*\*



241841 \* \*  
Ø 28 mm

\* Not Customizable



**241878 \*\***  
**Ø 28 mm**



**241875 \***  
**Ø 28 mm**



**241838 \***  
**Ø 28 mm**



**241915 \***  
**Ø 28 mm**



# FIELDFORCE

**Blending iconic Victorinox design with a gear-shifting display technology, the Fieldforce Collection is a force of its own. It's all about readability in any conditions, with bold, distinct numerals and generously sized hands enhanced with Super-LumiNova®. And it's not only the features that are distinct. This range exudes a confident, classic style all of its own, without forgetting its Swiss Army Knife heritage. Distinction is in its DNA.**

# FIELDFORCE

Swiss Made Quartz Movement  
Ronda 517  
Stainless steel case (316L)  
Scratch-resistant, triple-coated,  
anti-reflective sapphire crystal  
Water resistant to 100 m (10 ATM, 330ft)  
Luminescent hands and numerals  
Monobloc dial  
Day&Date calendar  
Genuine Leather Strap  
Stainless steel bracelet (316L)



241846  
Ø 42 mm





241850  
Ø 42 mm



# FIELDFORCE CHRONOGRAPH

Swiss Made Quartz Movement  
Ronda 5030.D  
Stainless steel case (316L)  
Scratch-resistant, triple-coated,  
anti-reflective sapphire crystal  
Water resistant to 100 m (10 ATM, 330 ft)  
Luminescent hands and numerals  
Monobloc dial  
Date calendar  
Date calendar  
Genuine Leather Strap  
Stainless steel bracelet (316L)



241853  
∅ 42 mm



241855  
Ø 42 mm



# FIELDFORCE GMT

Swiss Made Quartz Movement  
Ronda 515.24H  
Stainless steel case (316L)  
Scratch-resistant, triple-coated,  
anti-reflective sapphire crystal  
Water resistant to 100 m (10 ATM, 330 ft)  
Luminescent hands and numerals  
Monobloc dial  
Date calendar  
Date calendar  
Second time zone  
Genuine Leather Strap  
Stainless steel bracelet (316L)



241895  
Ø 42 mm



241896  
Ø 42 mm





# AIRBOSS

With reliability and precision in mind, we created the Airboss collection. It's inspired by the actual Air Boss, the countdown commander of an aircraft carrier. He decides every take-off and landing time, a task requiring pinpoint accuracy. And that's just exactly what you can expect from your Airboss watch.

# AIRBOSS MECHANICAL

- Swiss Made Automatic movement
- Sellita SW 200-1
- Stainless steel case (316L)
- Scratch-resistant, triple-coated anti-reflective sapphire crystal
- Water-resistant to 100m (10ATM, 330 ft)
- Screw-in caseback with exhibition crystal
- Luminescent hands and numerals
- Applied numerals
- Military time printed under the glass
- Date calendar
- Circular slide rule
- Genuine leather strap



241887 \*  
Ø 42 mm

\* Not Customizable



# AIRBOSS MECHANICAL

Swiss Made Automatic movement  
Sellita SW 200-1  
Stainless steel case (316L)  
Black PVD sandblasted case\*  
Scratch-resistant, triple-coated  
anti-reflective sapphire crystal  
Water-resistant to 100 m (10ATM, 330 ft)  
Screw-in caseback with exhibition crystal  
Luminescent hands and numerals  
Applied numerals  
Military time printed under the glass\*  
Date calendar

Genuine leather strap  
Fabric strap with iconic red stitching



241507  
Ø 42 mm



241720 \*  
Ø 42 mm







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We protect our intellectual property rights.

We reserve our rights for technical modifications.

**FROM THE MAKERS OF THE ORIGINAL SWISS ARMY KNIFE™**  
ESTABLISHED 1884