

# The Twelve (36)

Owner's Handbook

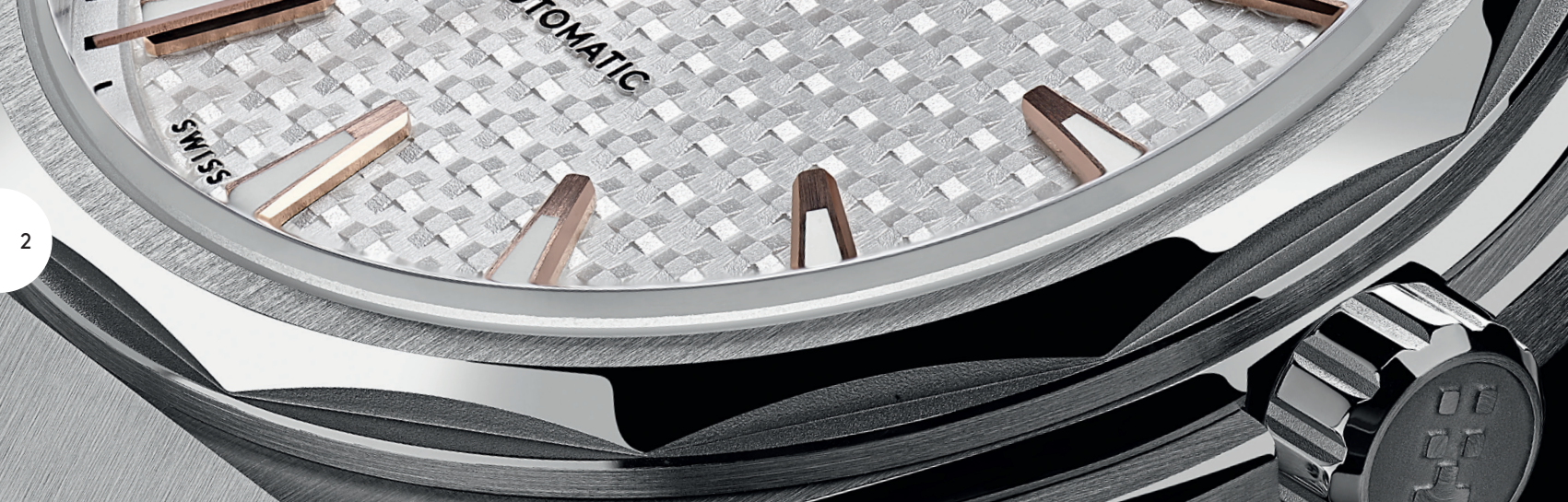
 Christopher  
Ward

## Time on your side

Your Christopher Ward watch has been designed in England and built by hand in Switzerland by highly talented craftspeople. This ensures not only accurate and precise timekeeping, but also brings a real pride of ownership that only watches of the highest quality standards can hope to deliver.

You have made an investment, a good one, and the aim of this manual is to help you make the most of that investment in what we hope will be a lifetime of ownership.

Mike France  
CEO & co-founder



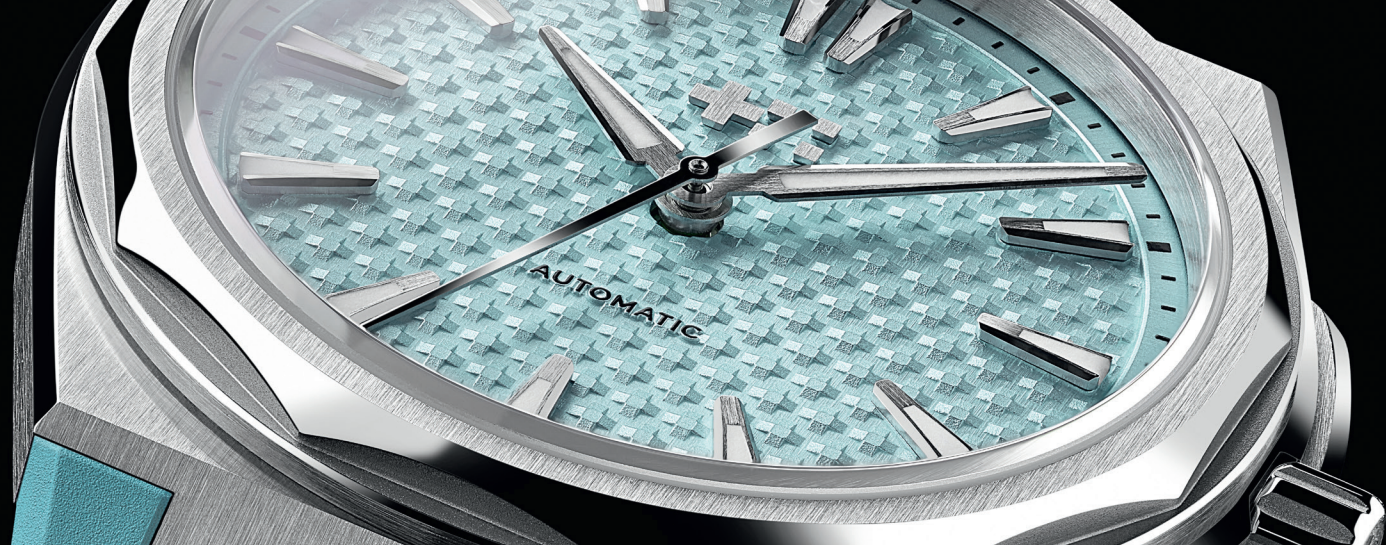
## The Twelve (36)

We're thrilled you've picked The Twelve 36, a unique offering from Christopher Ward in so many ways.

The smash-hit Twelve range is one of Christopher Ward's most ambitious and intriguing to date: luxurious yet sporty, design-focussed but classic, the perfect piece for a moment in time where detail and style are hogging the limelight. And in its playful new 36mm form – all unexpected shapes, contrasting surfaces and textures, and a new range of soft-but-striking dial colours – this is one integrated bracelet luxury sports watch that's really let its metaphorical hair down, and the ideal companion for those who've done the same.

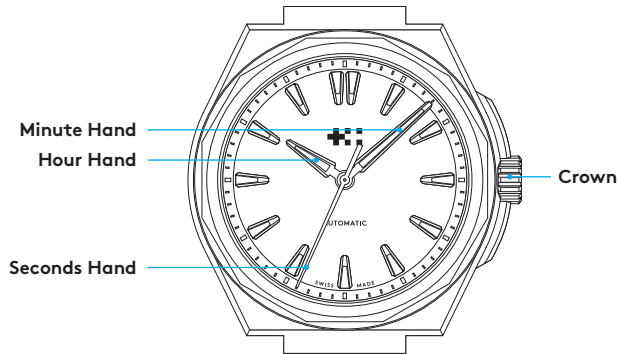
We don't call this a man's watch, though 36mm is a classic male watch size, especially popular in the middle decades of the 20th century, and still common on some of the most covetable men's timepieces today. And we don't call it a woman's watch either, though this is a chunky, striking piece that looks amazing on a female wrist. It's just a watch – your watch – and all the better for it.

Please enjoy your adventures together, and don't worry too much about outdated rules. We don't need them where we're going.



## Display and controls

The Twelve (36) has a maximum power reserve of 38 hours when fully wound. To re-power the watch after a period of non-use, simply wind the crown for approximately 20 revolutions. Normal wearing will very quickly allow the rotor to start re-powering the watch over time after putting it on your wrist.



## Features

- Swiss made
- Self-winding 26 jewel mechanical movement
- 38-hour power reserve
- Three dimensional stamped dial
- Anti-shock system
- Elaboré 'Colimaçoné' finish on the movement
- Super-LumiNova® Grade X1 BL C1 filled hands and indexes
- Top-brushed indexes with diamond polished facets
- Brushed and polished hands
- Anti-reflective sapphire crystal
- Brushed, sandblasted and polished stainless steel case
- Exhibition caseback
- Embossed screw-down crown
- Unique engraved serial number
- Option of a marine-grade stainless steel integrated bracelet with 'Christopher Ward' engraving, butterfly clasp, screw links and quick-release system for easy changing or an integrated rubber strap
- Eco-friendly luxury presentation case and owner's handbook

## Technical Information

Calibre	<b>Sellita SW200-1</b>
Case	<b>Stainless steel</b>
Diameter	<b>36mm</b>
Height	<b>9.95mm</b>
Lug to lug	<b>40.8mm</b>
Weight	<b>56g</b>
Water resistance	<b>10 ATM (100 metres)</b>
Vibrations	<b>28,800 per hour (4Hz)</b>
Timing tolerance	<b>-20/+20 seconds per day</b>
Strap width	<b>22.5mm (integrated)</b>

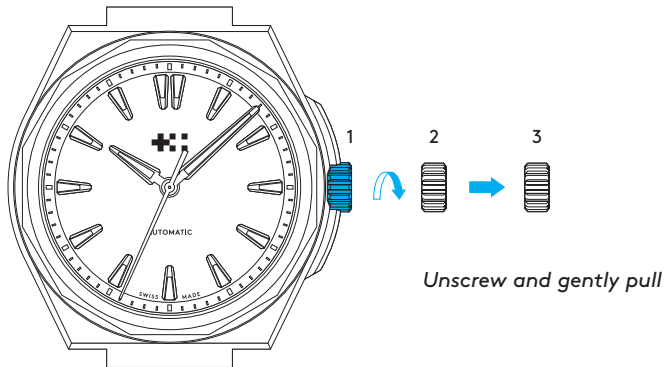




## Setting the time

For a superior water resistance your crown is of the screw-down type. The crown should sit flush to the case (position **1**) in order to maintain water resistance.

- First unscrew the crown anti-clockwise from the case to position **2** for winding in power. Wind in a clockwise direction to re-power the watch. The Twelve (36) has a maximum power reserve of 38 hours when fully wound.
- Pull gently into position **3**. This position is used for handsetting and stopping of the seconds hand. For precise time setting it is recommended to pass beyond the desired minute and to set the hand backwards.



1. Crown screw-down position
2. Manual winding
3. Time setting

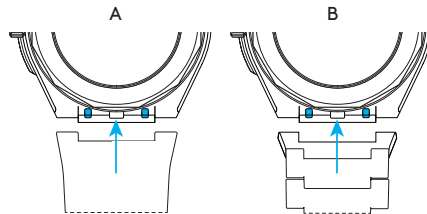
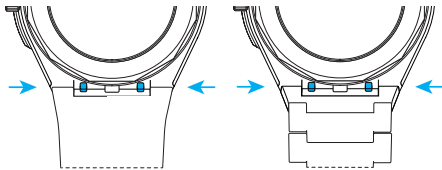
## Straps and bracelets

As you would expect, we place as much emphasis on the quality of our straps and bracelets as we do our watches. We only use the finest materials in our straps, with quick-release pins also included for your convenience.

The following guidelines explain how easy it is to use, adjust and replace your Christopher Ward strap or bracelet.

### Using the quick-release pins on your strap/bracelet

1. Locate the quick-release pins on the underside of your case. Pinch the pins inwards to detach.
2. To reattach your strap (A) or bracelet (B), pinch the pins inwards, and align the spring bars so they click securely into the lug holes on either side of the strap or bracelet.





## Water resistance

Although your watch has been through vigorous static pressure testing, it is worth remembering that there are many variables that can affect the water resistance of your watch. For instance, arm movements during swimming and the sudden impact of diving and water sports will drastically increase the pressure the watch is under.

Wearing your watch in the bath, shower, or sauna can also have an effect as a rapid increase in temperature can cause seals to expand and in extreme cases, malfunction or create condensation.

For these reasons, the water resistance rating of your watch (as shown) should only ever be considered a guideline and we strongly recommend they are always adhered to.

**1 ATM (10 metres)**

Safe to wear your watch while washing your hands with tap water

**10 ATM (100 metres)**

Safe to use while snorkelling in open water

**100 ATM (1000 metres)**

Professional deep sea diving

**3 ATM (30 metres)**

Washing your car and/or general hose pipe usage

**30 ATM (300 metres)**

Ideal for experienced divers and those practising scuba-diving

**5 ATM (50 metres)**

Water resistant to most household shower units

**60 ATM (600 metres)**

Professional divers, experiencing prolonged exposure underwater

## 60|60 Guarantee

Your watch is constructed from the finest components and powered by a Swiss mechanical movement. As with all quality watches, with the right care and attention, your new timepiece has the potential to become an heirloom, giving joy to future generations.

It's for this reason we've created an industry-leading approach to after-sales care, starting with our famous 60|60 Guarantee – the most comprehensive warranty in watchmaking.

### **60-day free returns**

We hope you'll be happy with your watch from the moment it arrives. However, if that's not the case you have 60 days to return it in perfect, unused condition (with all its accompanying paperwork) in order to receive a replacement or full refund.

### **60-month movement guarantee**

Your watch is powered by a precision-engineered Swiss movement. In the rare event that your movement develops a fault within five years we'll repair it for free under warranty. Your watch will need to be sent to us for a full diagnosis before processing a repair under warranty. We will always keep you informed before carrying out any work.

**Service and repairs: the Christopher Ward way**

Our approach to service and repairs is about uncompromised quality and great value for money. The process, led by our expert technicians, won't cost the earth and will have the watch back on your wrist in reasonable time. We recommend you service your watch every three to four years to keep it in peak condition.

**PLEASE NOTE:**

*The 60|60 Guarantee does not cover accidental damage. Any service or repair by a third-party retailer will void your 60|60 Guarantee. For more details, please visit our website.*



Contact us

## Keeping in touch with Christopher Ward

From humble beginnings in 2004 (our first workshop was a refurbished chicken shed!) Christopher Ward has won a global following – and can justifiably claim to make the most affordable luxury watches in the world.

For many of our fans, the philosophy of trying to put luxury watches within the reach of everyone, is as smart as the timepieces themselves. This open approach sees co-founders Mike France and

Peter Ellis communicate personally with customers and listen to their feedback. Something that helps us improve our offering to you. As the owner of a Christopher Ward watch, if you ever need to get hold of us we're at your service. And if you'd like to explore the CW world more, you can follow us on social media.



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