

# C9 5 DAY AUTOMATIC

OWNER'S HANDBOOK

CHR. WARD  
L O N D O N

## TIME ON YOUR SIDE...

Your Christopher Ward watch has been designed and engineered by highly talented craftspeople to ensure not only accurate and precise timekeeping but also to bring a real pride of ownership that only luxury items of the highest quality can ever hope to deliver.

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

A handwritten signature in black ink, reading "Chris", with a stylized flourish at the end.

Christopher Ward

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## YOUR C9 5 DAY AUTOMATIC

Few watch brands create their own movement and of those that do, only a handful add something really original and important to the world of watchmaking. Christopher Ward's in-house Calibre SH21, which powers the C9 5 Day Automatic is one such movement.

Created by our master watchmaker, Johannes Jahnke, our new calibre, which is a certified chronometer by the Swiss Official Chronometer Testing Institute (COSC), can run under its own steam, once fully wound, for 120 hours/5 days.

There is no compromise in the stability or robustness of the movement which means the wearer can be confident that their watch will withstand even quite rugged conditions and require the minimum of servicing.


The design of the watch follows the familiar modern classic ethos of the C9 Collection. It has that understated and timeless quality which requires

each element to be harmonious and brilliantly executed so that the whole becomes greater than the sum of the parts.

Every aspect of the watch exudes elegance and high quality – from the sharpness of the dial's indexes to the subtle brilliance of the Bader deployment that gives the perfect finishing touch to the fine Italian leather strap or bracelet.

Our new in-house movement, which can be gloriously viewed through the sapphire crystal exhibition window in the case-back, has been finished using a traditional, and difficult to execute, hand-grinding technique so favoured by English watchmakers of an earlier era.

As a relatively small, independent English watch brand we have created an important addition to the watchmaking cannon which will give its owner a lifetime of undiluted pleasure as well as precise and accurate timekeeping.

A high-angle, close-up photograph of a luxury wristwatch. The watch features a round case with a polished metal finish and a matching metal bracelet with a complex, multi-link design. The dial is a deep blue with a sunray pattern. It includes a date window at the 3 o'clock position showing the number '8'. The brand name 'CHRWARD LONDON' is printed in white at the 12 o'clock position, and '5 DAY AUTOMATIC CHRONOMETER' is printed at the 6 o'clock position. The watch is set against a dark, reflective background that shows a clear reflection of the watch below it.

“The launch of our first in-house movement, which is perhaps the most important development for a British watch brand for 50 years, tops out our first ten years perfectly.”

CHRIS WARD

Christopher Ward has always expressed a spirit of independence and we like to see that same spirit in the watch media. That's why we asked respected journalist Robin Swithinbank to write the first review of the C9 5 Day Automatic, incorporating our first in-house movement, SH21.

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## THE C9 5 DAY AUTOMATIC

### Review by Robin Swithinbank

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*Robin Swithinbank is an experienced watch journalist, editor of Calibre magazine, and a regular contributor to the Financial Times, The Times and specialist watch magazine QP.*

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There are only a handful of brands selling accessibly priced in-house movement watches and of those that do, none is based in the UK. Whether you like it or not, that makes the C9 5 Day Automatic, its SH21 calibre, and its very accessible price point interesting.

I first talked to Chris Ward about whether he would – or could – make an in-house movement a couple of years ago. He'd invited me to write a piece for his magazine on the Swiss competition commission's then-pending decision to withdraw supply of movements and parts made by its subsidiaries to third-party watch companies – companies that include Christopher Ward.

Building your own watch movement, regardless of who you are and how much cash you have to throw around, is notoriously difficult. Even more so if it's your first. The big boys sink tens of millions into movement manufacturing, and don't always get it right. When you're a smaller operator, the risks are higher still, because as history has shown, bankruptcy is only one dodgy gear train away. As so many do, it's safer to stick with calibres such as the ETA 2824 – it's inexpensive, reliable, easy to service and looks alright through a case back.

In that light, SH21 is a brave step. A risk, you might also say. It's been on the table for four years, and in the final development phase for the last 18 months, which is not long by industry standards. Not least when the calibre has a hefty 120-hour power reserve and has been built with foresight, so that in time it might carry modules that will give a watch GMT, chronograph, power reserve and perhaps jumping hour functions.

Take that then as a sign of how much trust Christopher Ward places in its in-house master watchmaker, the still impossibly young Johannes Jahnke. At 31, Jahnke has already

put his name to Christopher Ward's C900 Single Pusher Chronograph and Worldtimer, but the SH21 is the first calibre he's taken from drawing board to production.

Jahnke's design is based on Baukastensystem principles, a modular approach that takes its name from the German word meaning 'building blocks'. In the most prosaic terms, the movement's 164 parts are assembled in blocks that are then brought together.

Johannes Jahnke, Christopher Ward's in-house watchmaker and the man responsible for Calibre SH21 and movements on such innovative timepieces as the C9 Big Day Date and the C900 Single Pusher Chronograph.



On the one hand, that means it's very adaptable; on the other, it means it's not the skinniest. The C9 5 Day Automatic is 13.45mm deep.

Not, as I understand it, that thinness is the point. Rather, the point is to build a sturdy, tractor-like base calibre that has all the resilience of a Valjoux 7750, one of the world's hardest mechanical movements.

Measuring 14 lignes across, SH21 is broad shouldered, too. This creates space for a wider, heavier balance wheel, which as horologists will know delivers more stable and more accurate performance. Christopher Ward has been careful to prove the point by getting the SH21 chronometer certified.

As for decoration, well there's a story here, too. Initially, SH21 has an industrial look – a description more accessible brands often use to cheer up cost-saving measures. But in this case, the movement has a traditional handgrinding finish, a fine grain achieved by combining the power

of a machine and the delicate hand of a craftsman. First impressions can be deceiving – lingering on it, it's really rather charming.

Top side up, the design is increasingly distinctive, the next chapter in the now familiar C9 story. The new watch retains the clean, classical look of other designs in the line, although its elongated hour markers and spiky central hands create artfully stark, graphic shapes that give it a pleasingly modern twist. The message of what lies beneath is communicated with classic British understatement – only a note at 6 o'clock hints at the sophistication of the powerful automatic below.

Subtlety and understatement are of course what has made the C9 collection so successful. It's Christopher Ward's signature line, and given the role played by its namesake – the ingenious 18th century British clockmaker John Harrison, who solved the problem of establishing longitude at sea – a fitting home for the pioneering SH21.





But for all its novelty and its genteel design, it's impossible to ignore the value quota in the C9 5 Day Automatic. Given it's price, it feels remarkably well made, and fiddling with the crown, there's no tolerance at all, a sign that someone's taken the time to engineer it properly. The five-day power reserve is frankly impressive, and the hacking second function is a boon given the retail price, too.


Much of the explanation for this lies in the relationship between Christopher Ward and one of its key suppliers, the young Swiss movement manufacturer Synergies Horlogères, founded by industry veteran Jörg Bader seven years ago.

It was Bader who discovered Jahnke and backed him as the one to innovate an avant-garde in-house calibre. Likewise, it was Bader who pushed the idea of working with multiple parts manufacturers in order to deliver the best value possible. Nine suppliers were used in manufacturing SH21, and from what I could glean, that kept investment in the calibre at a fraction of industry norms.

Refreshingly, Christopher Ward is making no attempt to disguise the number of suppliers it has used, nor the genesis of the movement itself. The new calibre's name alone makes the point – it's an acronym combining the initials of its source and the 21st century.

In this Christopher Ward's 10th-anniversary year, SH21 hints at future ambitions. As Swatch Group continues the process of cutting back supply of ETA movements and Nivarox parts, and assuming it remains viable, Christopher Ward's set-up may yet come into its own. At the moment, SH21 will sit exclusively in Christopher Ward watches, but, says the brand, with production capacity open-ended, that might yet change.

*Since Robin wrote this article, Christopher Ward and Synergies Horlogères announced they had merged to form a uniquely vertical watch company.*



“What gives you the  
licence to do that?”

CEO of a major Swiss watch brand on  
hearing about Calibre SH21,  
Christopher Ward's first in-house movement.

## TECHNICAL INFORMATION

### FEATURES

- Swiss made
- In-house Calibre SH21 automatic movement by Johannes Jahnke
- COSC certified chronometer
- Twin barrel construction in series connection
- 120 hour power reserve
- Hacking central second hand and 3 o'clock date function
- Full tungsten automatic rotor with ball bearings
- Hand-finished, surgical grade, stainless steel case and crown
- Galvanic sun-ray one-piece metal dial with raised nickel indexes and nickel hands (blue and grey only)
- Optic-white one-piece metal dial with raised nickel indexes and nickel hands
- Museum-grade sapphire crystal with AR08 anti-reflective coating

- Screw-down transparent caseback with full diameter anti-reflective sapphire crystal
- Embossed alligator pattern Italian leather strap with Bader Deployment or integrated bracelet

### TECHNICAL INFORMATION

Diameter:	40 or 43mm
Height:	13.45mm
Calibre:	SH21 automatic
Vibrations:	28.800 vph
Case:	316L stainless steel
Water resistance:	5 BAR/50 metres
Strap:	20mm (40mm case) 22mm (43mm case)



# HOW TO OPERATE YOUR C9 5 DAY AUTOMATIC



## DISPLAY AND CONTROL BUTTONS

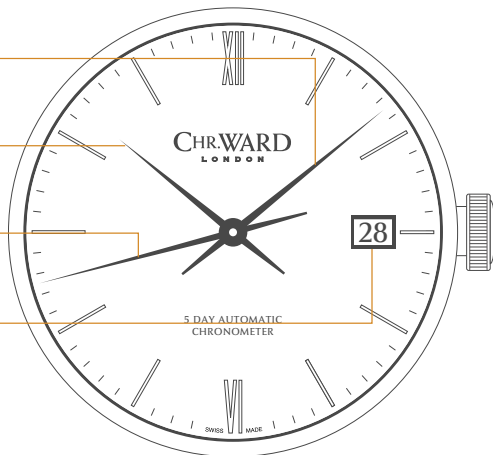
### DISPLAY ELEMENTS

Minute hand

Hour hand

Second hand

Date window



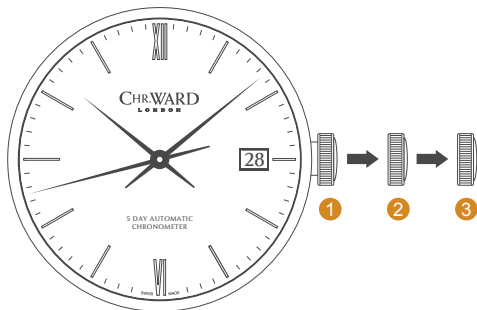
### CONTROL BUTTONS

Crown

## SETTING THE TIME/DATE

- Position ① is for winding (until resistance is felt). Wind in a clockwise direction to re-power the watch.
- Pull gently into position ②. For rapid date correction, turn in an anti-clockwise direction.
- Pull gently into position ③. This position is used for handsetting, and stopping of the second hand.

PLEASE NOTE: The date can not be changed during the date changing phase between 20.00 hrs and 02.00 hrs as the watch gearing will already be aligning itself to change the date.



## 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 BAR (10 METRES)**

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



### **3 BAR (30 METRES)**

Washing your car and/or general hose pipe usage.



### **5 BAR (50 METRES)**

Water resistant to most household shower units.



### **10 BAR (100 METRES)**

Safe to use while snorkelling in open water.



### **30 BAR (300 METRES)**

Ideal for experienced divers and those practising scuba-diving.



### **50 BAR (500 METRES)**

Professional divers, experiencing prolonged exposure underwater.



### **100 BAR (1000 METRES)**

Professional deep sea diving.



## STRAPS & 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 leathers for our straps and our premium alligator straps are all ethically sourced from CITES approved farms in Louisiana. Similarly, we only use the finest metals in the construction of our bracelets, all of which are precision engineered for durability, efficiency and comfort. The following guidelines explain how easy it is to use and adjust your Christopher Ward strap or bracelet.

### LEATHER STRAP WITH BADER DEPLOYMENT



1. Press to release
2. Pull open the clasp
3. Locate the opening and thread the strap through
4. Close the clasp

### INTEGRATED BRACELET



1. Press to release
2. Pull open the clasp



# OUR WATCH CARE PROGRAMME

Your watch is constructed from the finest components and materials available, including one of Switzerland's finest mechanical movements. As with all watches of this quality, with the right care and attention, your new Christopher Ward watch has the potential to become an heirloom piece giving further joy to future generations. It's for this reason we have created our industry leading approach to after-sales care, starting with our famous 60/60 Guarantee which remains the most comprehensive guarantee in the world of watchmaking.

Christopher Ward's 60/60 Guarantee is designed to deliver complete peace of mind and the best support possible throughout the lifetime of your ownership. The guarantee has two key elements and sits alongside our Servicing and Repairs Programme:

## **60/60 GUARANTEE**

### **1. 60 DAY FREE RETURNS**

Our success depends on you being completely happy with your new Christopher Ward watch. You have up to 60 days to return your watch, absolutely free of charge, and receive a replacement or full refund by return – so long as it has not been worn and is returned in box-perfect condition.

### **2. 60 MONTH MOVEMENT GUARANTEE**

Your watch, at its heart, has a top quality precision engineered Swiss movement – so it's very unlikely to give you problems with the minimum amount of care and attention, including a regular service. We recommend you return your watch to us every 3/4 years for a service, so our expert technicians can keep your fine timepiece in peak condition.

## **SERVICING & REPAIRS...THE CHRISTOPHER WARD WAY...**

Our innovative approach to servicing and repairing your Christopher Ward watch means that having your watch serviced or repaired doesn't mean months of waiting followed by an exorbitant bill – which is more or less the experience guaranteed by every other luxury watch brand. We have developed an easy, quick and affordable expert service and repairs programme that doesn't cost the earth and has your watch back where it belongs – on your wrist – in double-quick time.

Visit our website for more details about our 60/60 Guarantee and Service and Repair Programme.

## KEEPING IN TOUCH WITH CHRISTOPHER WARD

From small beginnings just a few short years ago (our first workshop was actually a refurbished chicken shed!), Christopher Ward has won a worldwide following for his eponymous watch brand and can justifiably claim to manufacture the most affordable luxury watches in the world.

For many, the philosophy behind the brand, of trying to put luxury watches within the reach of everyone, is as attractive as the watches themselves, as is the very open approach of the business which means that Chris and the team spend a lot of time communicating personally with our customers – many of whom have become friends.

As the owner of a Christopher Ward watch, if ever you need to get hold of us we are at your service. We have listed some useful contact details on the back cover.

There is also always something new going on at our website at **[www.christopherward.co.uk](http://www.christopherward.co.uk)** and, if you haven't already discovered the independent forum dedicated to our brand at **[www.christopherwardforum.com](http://www.christopherwardforum.com)** we would recommend a visit. Informative and fun, it's a great place to hear the unexpurgated view of Christopher Ward London!

# CHR. WARD

L O N D O N

## HEAD OFFICE

Christopher Ward (London) Limited,  
1 Park Street, Maidenhead,  
Berkshire SL6 1SL United Kingdom  
+44 (0)1628 763040

## CUSTOMER SERVICES

UNITED KINGDOM: +44 (0)1628 763040  
UNITED STATES OF AMERICA: +1.877.226.8224  
[customerservices@christopherward.co.uk](mailto:customerservices@christopherward.co.uk)  
[technical@christopherward.co.uk](mailto:technical@christopherward.co.uk)

## WEBSITE

[www.christopherward.co.uk](http://www.christopherward.co.uk)  
[www.christopherward.com](http://www.christopherward.com)  
[www.christopherward.eu](http://www.christopherward.eu)