

# SCHOFIELD

## THE SCHOFIELD STORY



Schofield Watch Company is the inspiration and creative vision of Giles Ellis, a watch designer based in rural Sussex, England. With a background in graphic and product design, Giles Ellis created Schofield Watch Company out of a desire to make a watch that he himself would like to wear, one built to his meticulous standards and attention to detail.

"My motivation isn't driven by a desire to be fashionable. I am a man obsessed with detail and thoroughness. If I design something it has to be thoroughly thought through without gaps. I like to know every detail has been considered. With great design, I engage with the fact that the people who make and design things of great beauty have invested their love, care and attention into every minute facet of it's creation. It is this sense of refinement and thoroughness that inspires and motivates me."

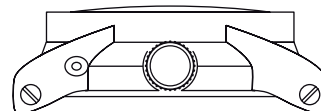
At the outset Schofield Watch Company was not a commercial venture, but a personal endeavour carried out by one man who wanted to design and build a luxury watch to his own style and requirements. The company evolved as the project grew in scale. Giles's obsession with detail ensured that the design process encompassed not only the watch itself but also the logos, packaging, straps, websites, photography and an endless chorus of variables that go into the creation of something that is made with passion and vision. A refusal to compromise meant that a huge proportion of his time was spent finding the right suppliers. A finished watch would source parts from over 30 suppliers and the Signalman project would take over 4000 man hours to bring together. As a result it became prohibitive to make a single watch and the business expanded accordingly. Schofield Watch Company was born.

Schofield's debut watches, the Signalman GMT PR and

the Signalman DLC GMT PR, were finally launched at the 2011 Saatchi Gallery Salon QP exhibition to critical acclaim and rave reviews from within the industry. A cult following of the brand is already in the making with watches selling to pre-order and customers embracing the Schofield Club experience.

In construction and design the Signalman is inspired by the great British lighthouses of the 18th and 19th Centuries. They, like the watch, stand as a testament to great British engineering, impeccable timing and precision. They also encompass an English quirkiness and individuality which sits well with the English-based company and Giles Ellis himself.

Schofield Watch Company is an independent organisation, run by Giles Ellis. Every watch, strap and accessory made is assembled with great care and personal attention so that the highest standards can be achieved. The company prides itself on the subtle, understated and precise design behind it's products. Designs that reflect British austerity and passion. These twin notions of austerity and creative passion, allied to Giles' individualism, eccentricity and meticulous nature, are the cornerstones of Schofield Watch Company.



## GILES ELLIS BIOGRAPHY



Giles Ellis is the designer and director of Schofield Watch Company. A perfectionist through and through, Schofield was a company born out of Giles' desire to build his perfect wrist watch. Taking inspiration from the Arts and Craft Movement, Giles has developed Schofield into a company that values the crafted approach to manufacturing, seeking to promote uniqueness in both product and customer experience. The Signalman watch is testament to this ethos and to Giles' uncompromising dedication, over several years of research, design and development, prior to the company launch at Salon QP in 2011.

A man who lives and breathes design, Giles' career path has been diverse and unusual. Growing up, Giles was surrounded by creativity and craftsmanship; his father being a skilled woodworker and his mother a sculptor. This background instilled a passion for design and fabrication, a willingness to create particular and peculiar objects, to source items of unique and obscure interest, and to labour in areas of high-end craftsmanship and design. Giles has run a business restoring antique Italian Bowl-back Mandolins and other rare musical instruments. To this day, his home is adorned with a myriad of Victorian banjos, ukuleles and mandolins. Giles' talents also extended into making and designing parts for performance mountain bikes and

high-end hi-fi equipment. This creatively diverse history has helped inform and refine Giles' natural understanding of design as well as develop his ability to make luxury objects to the highest level of style and quality.

Schofield is now part of the revival of watch making in England, with its company offices based in rural Sussex.

Giles has always had an interest in the luxury fashion market and regularly blogs on his site [pelicanfossa.com](http://pelicanfossa.com). You can follow Giles on Twitter and Facebook @schofieldwatch and [www.facebook.com/schofieldwatchcompany](http://www.facebook.com/schofieldwatchcompany)

## THE SIGNALMAN BUILD



The watch case that defines the Signalman model is a patented four part outer assembly, consisting of the visible stainless steel components and a two part anti magnetic movement holder of which only the dial shows.

The case is extremely complex and expensive to manufacture, machined to tolerances not exceeding 0.1mm.

Case dimensions are 15.01mm from the case back to the crystal; 44mm outer case diameter, excluding the crown; 51mm from lug tip to lug tip. Strap width at the lug ends is 24mm. The lugs wrap around the wrist, dropping below the case by 4mm, making the watch very comfortable on both large and small wrists.

The screw in double gasket crown is 10mm in diameter, giving great leverage, making it very easy to use. The pusher for setting the GMT sub-dial is unusually built into and through the lug component. The strap in bars are a two piece screw together assembly, with large 3.5mm screw heads and 2mm bars. This gives superior support and strength whilst reducing wear to the straps.

The Sapphire crystal is 2.20mm thick with an anti-reflective coating on the inside. The crystal is set

just below the lip of the bezel.

The anti-magnetic movement assembly consists of the dial and a special one-piece movement holder. This group helps keep magnetic flux away from the movement by providing a preferred path for the magnetic field to pass through.

The dial is a two part brass construction, coated in copper oxide matt black paint. The inner dial is further engraved for the GMT index. The GMT and minute index marry up perfectly, the GMT 12 o' clock noon aligning with the 6 o' clock on the main index.

The applied diamond polished hour markers are fixed to the dial using tiny pins. The non-numerical hour markers are hollowed and filled with super-luminova C1, the whitest and brightest lume.

Designed with minimalist symmetry, there is no unnecessary printing on the dial. The 0 at 12 o' clock is congruent with the 24 hour GMT complication and military time.



## DIAMOND LIKE CARBON



Limited to just 100 pieces the Signalman DLC is identical to the polished version in every aspect apart from its near black case.

DLC is an acronym for 'Diamond Like Carbon'. It is a special coating applied to the stainless steel case components of the Signalman DLC.

The coating takes place in a facility in Germany that produces a superior hydrogen free DLC that is especially hard and consistent in colour.

As the name implies, DLC is similar to diamond but has a different crystalline structure. In industry its applications are typically those where it is needed to reduce abrasive wear. As a coating it is only a few microns thick, blasted onto the substrate material in a special chamber. The resulting surface finish has many superior qualities that make it more desirable to more common PVD coatings.

DLC is extremely hard (5000 HV) compared to the untreated stainless steel (225 HV) and it has been shown that if you were to knock the watch, this 'skin' would flex greatly reducing the risk of cosmetic damage.

DLC is also slicker than Teflon, it has a co-efficient of friction around 0.03 compared with the surface of steel which is 0.78. It feels very smooth, is highly water resistant and anti-bacterial.



## ACCESSORIES



### Straps

All Schofield straps are custom made to the highest quality. Featuring premium materials and craftsmanship, some are made in very limited numbers like the horse leather and the vintage suede. All Schofield watch straps come with a polished and engraved Schofield buckle fitted. We stock two sizes; normal and long, an average wrist size is catered for with both sizes.

Green Canvas and Leather Watch Strap

Black Sharkskin Watch Strap

Vintage Suede Watch Strap

Sand Canvas and Leather Watch Strap

Red Horse Leather Watch Strap

Moon Mills Grey Tweed Watch Strap

Moon Mills Green Tweed Watch Strap

English Blue Dry Wax Cotton Watch Strap

English Green Dry Wax Cotton Watch Strap

Roman Tanned Leather Watch Strap

L24 Antique Bronze Ventile Watch Strap

L24 Earth Ventile Watch Strap

Millerain Yellow Wax Cotton Watch Strap

### Strap Kit

Schofield Strap Kit. is made in collaboration with Cro' Jack, a clothing company fabricating 100% UK made garments. The limited edition tool roll is made from Moon Mills tweed and Millerain dry wax cotton, sand cotton pockets, suede ties and leather reinforcement.

The kit comes with three Bergeon screwdrivers for changing straps and buckles and adhesive masks to protect the lugs. There are 8 pockets for straps, 2 pockets for buckles, 3 further pockets for other brand tools and glass vials for small findings.

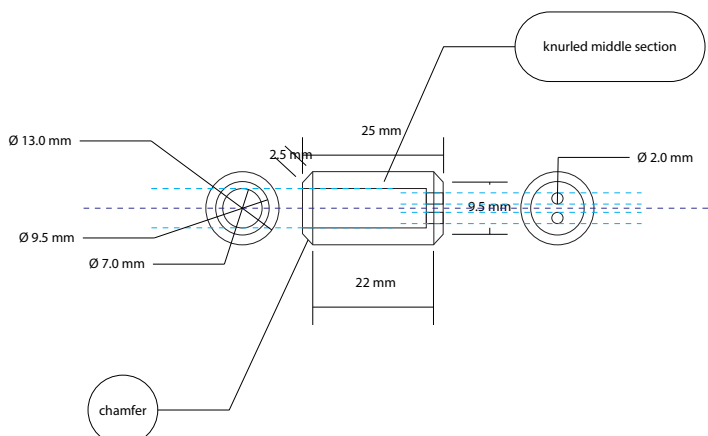
### The Acme Titanic Whistle and Schofield Lanyard

Schofield Watch Company wanted to make a linen lanyard for the famous ACME brass 'Titanic' whistle, as an accessory to accompany the Schofield Signalman wrist watch. The lanyard uses a laser engraved horn toggle made by Grove and Son's, the last remaining English horn button manufacturer. Linen rope from hanging weights in antique clocks is used. There is a custom designed brass toggle and leather cord attaching the lanyard to the whistle. It comes packaged in a card box labelled with a portrait of Commander Lightoller who was an incredible and inspiring man.

### The Anodised Cigar Tube

Anodised aluminium and polished stainless steel cigar tube. Holds a 5 1/4 inch long cigar up to gauge 52 160mm long pocket friendly Cuban cigar included.

### Toggle for the Titanic Lanyard





# SCHOFIELD

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## THE SCHOFIELD CLUB



Schofield Watch Company, expresses itself in the mould of an old fashioned Gentleman's club. Having invested in a Schofield watch you become a member. You would typically be sent a welcome pack which includes a custom made and very expensive cigar tube containing a Cuban Romeo Y Julieta Corona hand rolled cigar. Members are given exclusivity on products, invited to exclusive events and given inside information on Schofield, future ideas and the things we craft. For example members were given the chance to buy a customer only strap kit. This limited run sold out in two hours.

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## THE SIGNALMAN SPEC.



Limited edition to 300 pieces worldwide polished Stainless steel

Limited edition to 100 pieces worldwide DLC coated stainless steel

Automatic Swiss Soprod 9335 movement

31 Jewels 28,800 bph (4hz)

Rhodium plated, pearlage decoration, blued screws

Power Reserve of 42 hours displayed at 12 o'clock

GMT display at 6 o'clock set via push button at 4:30 o'clock

Date at 3 o'clock

Water resistant to 500 metres

Anti-magnetic movement holder

Signalman case: 44mm diameter two available finishes

Dial: on two levels, applied numerals, SuperLuminova C1

Sapphire crystal: domed, anti-reflective coating on the inside

Strap: special edition black shark-skin, green calf skin lined

Buckle: curved, polished stainless steel, engraved, screw in



## COLLABORATIONS



**Ventile - Schofield limited edition Watch straps.** During World War II Britain depended upon convoys carrying vital supplies across the Arctic Ocean. These convoys were particularly susceptible to attack from submarines and long range bombers. Home based RAF fighter escort cover was impossible because of long distances involved. In an attempt to find a solution Winston Churchill promoted the concept of catapulting expendable Hurricane aircraft from the decks of merchant ships to provide local cover for the convoys. However, there was no means of landing back on the deck so the pilot had the choice of ditching the aircraft or bailing out into the sea. There was no problem in spotting the pilots who had signals and lights, but the water was so cold that life expectancy was only a few minutes.

There was an urgent need for a new, protective clothing fabric that would be comfortable in the cockpit under combat conditions and that would also keep a pilot warm and dry in the sea. After many trials the scientists developed the fabric called 'Ventile'. When made into finished garments, life expectancy in the sea was extended from a few minutes. Schofield is proud to use Ventile in our new range of watch straps, available from December 2012.

**Moon Mills - Schofield limited edition watch Straps and the Schofield Strap Kit.** Located in Yorkshire, traditional home of the English cloth mills. The company was founded by Abraham Moon in 1837, the year Queen Victoria succeeded to the British throne. Nowadays Moon Mills is regarded as one of the finest exporters of fabrics in the world. Moon Mills works alongside Schofield, providing fabrics for our watch straps and the Schofield Strap Kit.

**Millerrain - Schofield dry wax cotton watch straps.** The history of British Millerrain can be traced back to the industrial revolution, and the year 1880 when the Miller family started the cotton business in Halifax, Yorkshire. Six generations later the company is now based in Rochdale, Lancashire. The early years saw the production of waxed fabrics for the rigors of life in the armed forces, Millerrain soon developing a reputation as a leader in the field of waterproofed fabrics.

**Cherchbi - The Schofield Watch Wallet.** Cherchbi was established by Adam Atkinson in 2007 and began with a simple idea to make bags using the discarded wool of the ancient Herdwick breed of mountain sheep. Cherchbi is collaborating with Schofield to create the Schofield watch wallet incorporating the Herdwick No. 10 wool tweed and vegetable-tanned English saddle leather.

**Acme and Grove and Sons - The Acme Titanic Whistle and Schofield Lanyard.** Schofield Watch Company wanted to make a linen lanyard for the famous ACME brass 'Titanic' whistle, as an accessory to accompany the Schofield Signalman wrist watch. The lanyard uses a laser engraved horn toggle made by Grove and Son's, the last remaining English horn button manufacturer. John Wardle Horological Materials, established in 1930's, also provided us with the linen.

**Cro' Jack - The Schofield Strap Kit.** Cro' Jack, UK clothing manufacturer, has worked alongside Schofield to create The Schofield Strap Kit.

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