



Schofield introduces the Daymark

March 2017

The Daymark is a completely new Schofield watch. Built from the ground up with components and design elements never seen before in prior models. It is our first foray into a non-limited 'house' model that represents Schofield Watch Company in its entirety.

A Daymark is an Aid to Navigation, a structure that is much like a lighthouse but without a light. It continues our British coastal styling and symbolises a permanent structure, a beacon and a trusted friend. Schofield owner Giles Ellis explains; "The Daymark is our new landmark and the least niche watch we have manufactured to date. The movement, refinements in the case, new hand set and symmetrical dial, as well as colours chosen to reflect inclement British weather, make it particularly handsome." A robust daily-wearing watch that maintains the subtlety and detail for which Giles Ellis' work is well known. Legibility in all light conditions, usability and wearability are essential but also an austere aesthetic.



A NEW CASE

The case is a one piece construction much like our Blacklamp model. Made from stainless steel with a vapour-blast finish. The meticulous precision and finish uniformity is evident from the complex angles of the lugs to the detailing around the crown. A convex sapphire crystal with 9 layers of clear anti-reflective coating on the inside improves legibility of the dial, whilst another in the case-back exposes the movement. The low profile crown engraved with a lighthouse map symbol has a double o-ring and a rebate has been added to the case to make crown adjustments easier. Strap fitment is standard across all Schofield watches ensuring that straps are interchangeable.

A NEW DIAL

The Daymark dial maintains the Schofield look with some major differences from other models:

- The PVD coated chapter ring with Super-LumiNova C3 luminescent markers housed in metallic pink anodised buckets.
- The symmetrical use of our 'Dart' hour markers (half a Schofield Beam-of-Light logo) also luminescent and the omission of any obvious branding - the word Schofield now replacing 9 of the minute marks at the bottom of the chapter ring.

There are no superlatives or unnecessary indices which give the Daymark a unique clarity. The colour density and print resolution are exceptional and the night-time luminescent glow is beautiful.

NEW HANDS

A new hand set was designed to compliment the dial and improve legibility. These are a ladder construction with Super-LumiNova C3 in the terminal apertures. They are larger and bolder than any other Schofield designs. A tapering second hand has a luminescent counterpoise that is a facsimile of the hour markers in the chapter ring. The finish provides remarkable visibility in low light levels even when the lume is not activated.

NEW MOVEMENT (to Schofield)

The Daymark uses the Swiss made ETA 2824 automatic, mechanical movement, arguably the most important movement in modern watch manufacture. Tried and tested, a workhorse, reliable and maintainable. We have used this movement in our Signallman Bare Bones limited edition watch but never in a production model.

NEW BOX AND STRAPS

Seeking to promote uniqueness in both product and customer experience, Schofield allows its customers to select a strap for the Daymark from its ever growing and extensive range. Famous across the globe for eccentric fabrics and leathers Schofield watch straps have the ability to transform the Daymark from an informal tool watch to a much dressier type. The Daymark comes in an English made Ash wood box with brass hardware and engraved detailing. An object of beauty in its own right.

ABOUT SCHOFIELD

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 watches but also the accessories, packaging, graphics, websites, photography and an endless chorus of variables that go into the creation of something that is made with passion and vision. The company prides itself on the subtle, understated and precise design behind its products. Within this field Giles has given numerous seminars and motivational talks to universities, groups and private businesses.

DAYMARK DETAILS

- Case – Vapour-blasted stainless steel
- Dimensions – 44mm diameter base, 42mm bezel, 15.1mm high
- Weight – 134 grams with strap
- Colour – Silver
- Crown – Push in, machine finish stainless steel, engraved
- Dial – Raised chapter ring, flat dial, luminescent markers
- Hands – laddered baton, Super-LumiNova C3
- Movement – ETA 2824
- Power reserve – 38 hours
- Functions – Hours, minutes and seconds
- Case back – Stainless steel, engraved exhibition window, sapphire
- Crystal – Sapphire
- Water resistance – 200m
- Strap – Your choice
- Strap bars – Stainless, vapour-blasted
- Buckle – Brushed stainless steel, engraved
- Serialisation – Sequential numbering
- Warranty – 2 years
- Box – Black ash
- The word 'Schofield' replaces 9 minute marks on the chapter ring
- The hour markers in the chapter ring are pink anodised 'top hats' filled with Super-LumiNova C3 that catch the light adding to the mix of textures employed
- All the parts of the hands and the windows line up when overlapping
- The second hand tapers towards the tip and the counterpoise
- The second hand counterpoise is filled with lume
- Only the word 'Daymark' appears on the dial
- The case has a new nail rebate for pulling out the crown
- The crown has a groove for your nails to grip to pull out
- The case has a slight radius on the outer edge of the bezel
- The box is black-stained ash the queen of English timbers