

RECO

Recycled Ocean Plastic Watch

Reco is a sustainable eco-friendly watch designed and developed to raise awareness of the world's **Ocean Plastic Pollution** problem by aiming to **recover plastic waste** from the environment and reprocessing it to become a symbol for change with the ultimate goal of cutting down on ocean waste.

Incorporating sustainable materials, the inspiration behind the **Reco** is the pursuit of a **Greener Future** with an environmentally friendly mission to play a role by removing plastic from the oceans and using it for something valuable by creating a line of watches manufactured with ocean-bound plastic.



Problem:

PLASTIC CAN BE DEEMED A FAILURE. PRODUCED ONCE, IT NEVER DIES

Plastic is an extensively most common-used material around the world due to its low cost and ability to be molded into many shapes. This is why it is a favored material for a wide range of products.

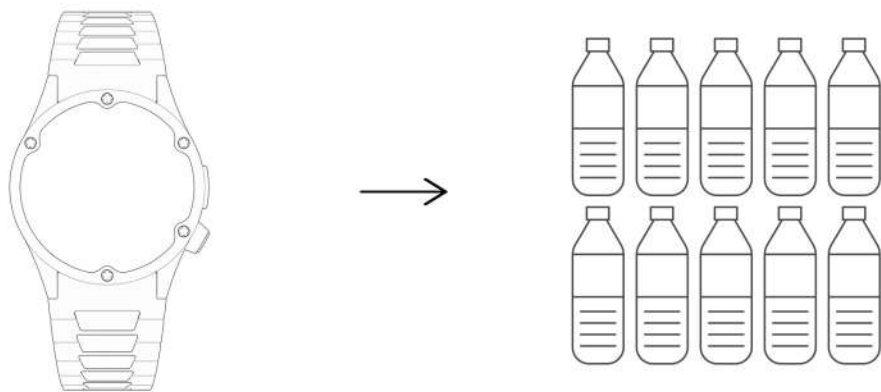
However, every year, millions of tons of plastics end up polluting the oceans and threatening and endangering **wildlife** when it comes to the environment. It takes centuries for plastic to degrade, and during that time it can contaminate both the soil and water sources.



We are here to **protect the planet**, not exploit it.
It is time people learn to live a waste-free life. Living a zero-waste lifestyle is the way to go.

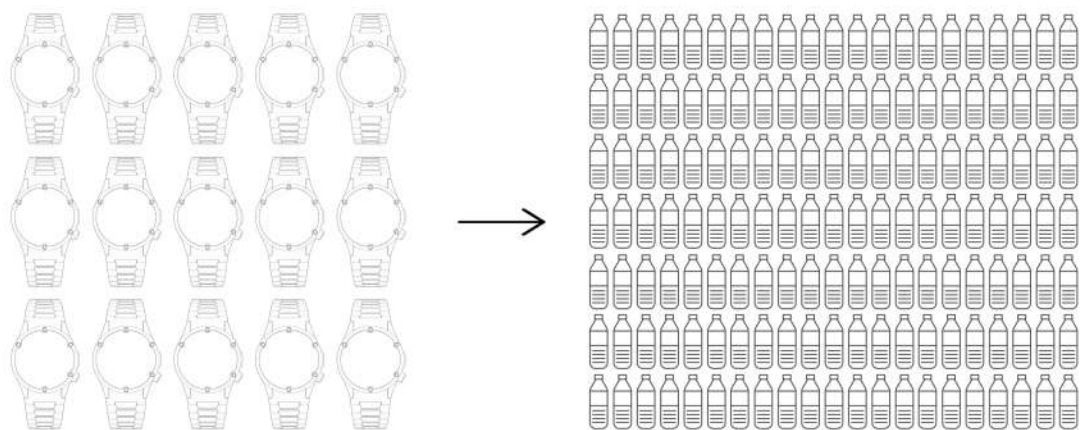


Concept:



Each Reco Watch

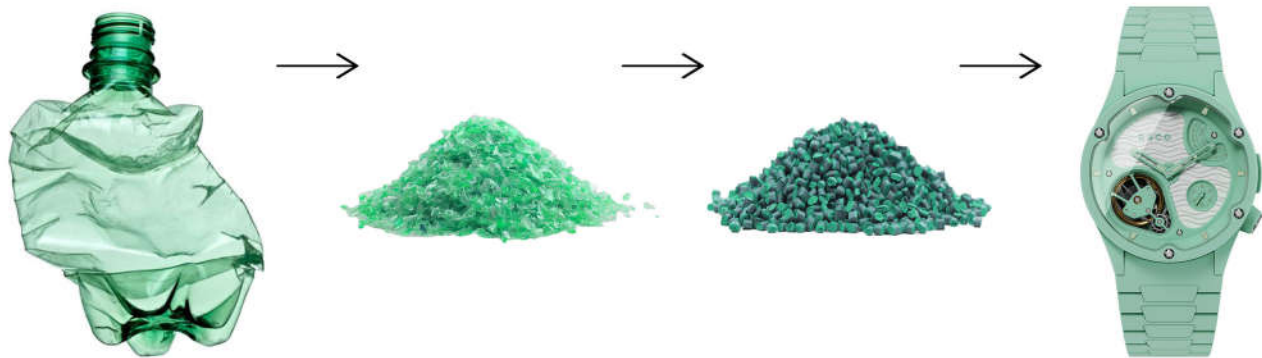
Made from 10 ocean plastic bottles



If we launch 10,000 Watches

We will prevent 100,000 ocean waste plastic bottles from entering the ocean and shores

How it is made:



STEP 1:

STEP 2:

STEP 3:

STEP 4:

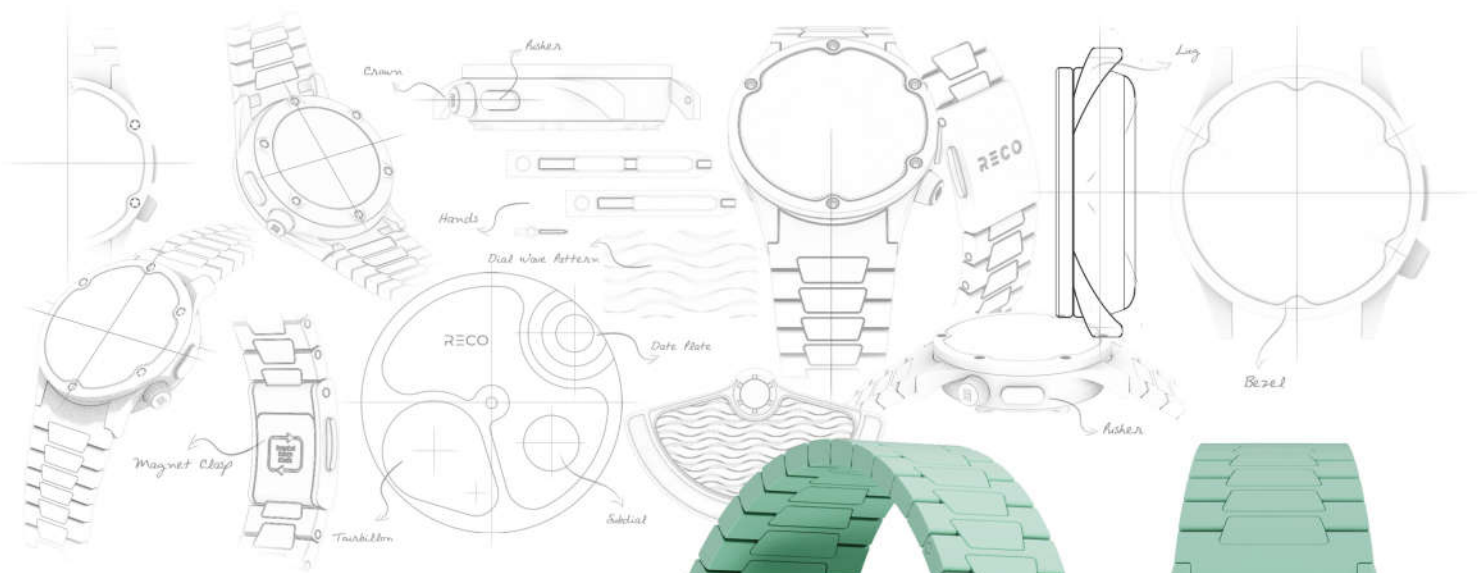
Collecting Ocean Plastic Bottles

Sorting and Shredding

Upcycling into Granules

Using to Create the Reco

Target: As of now, the Reco is merely a developed concept but plans are for it to go through testing and refinement and it is anticipated that it will be available within the upcoming 12 months.



Case and Bracelet:

The **Reco** comes in a 44mm case, inspired by the forms and colors of the ocean with a patterned 3D wave motif dial, and a bracelet color-matched to its plastic composite case with a magnet clasp and, comes with an open heart case back, all made from upcycled ocean plastic



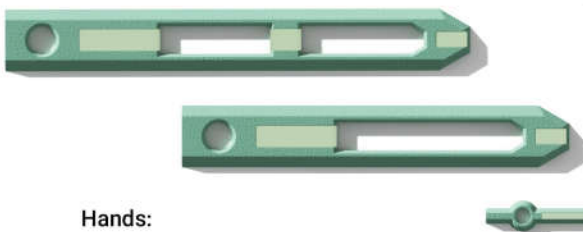
Movement:

A high-accuracy mechanical movement, which is hand-assembled on the **Recycled Ocean Plastic Baseplate** for moving the hours, minutes, seconds hands and calendar aperture function with precision.

In the same way as the dial, the central part of the rotor is made of recycled plastic with a 3D wave texture.

Crown and Pusher:

The crown at 4 o'clock offer additional protection in adverse environments. Also it makes adjusting the time a lot faster and easier. A pusher located above the crown at 3 o'clock makes it possible to change the date which we have considered a circular motion.



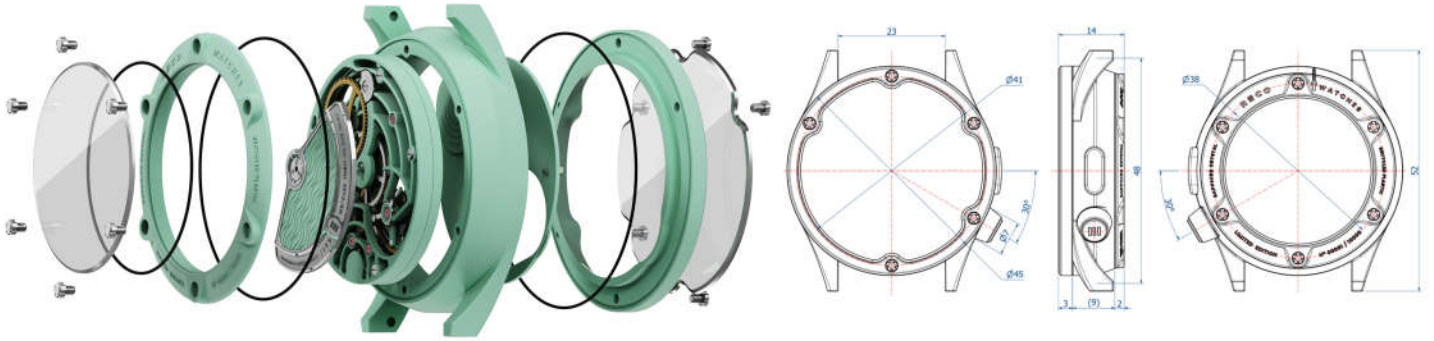
Hands:

The hands of the **Reco** are also designed with a baton style. To top it off, hands and indices glow with printed SuperLumi-Nova lume, reminiscent of bioluminescent bay in green which ensures that even in the dark, the dial is still readable.



Exploded View

Technical Drawing



Colors:

Reco comes with six colorways, including Neptune Green, Maize Yellow, Nimbus White and Candy Pink, each boasting 5ATM water resistance.



Despite its fun nature, this watch has a serious message. Reinterpreting the classic look of a sport-formal watch in eco-friendly ocean plastic, it makes a statement about sustainability.

Wear this statement watch, while surfing, swimming, or at work as a reminder and conversation piece of our oceans' health.

