

# Pragma

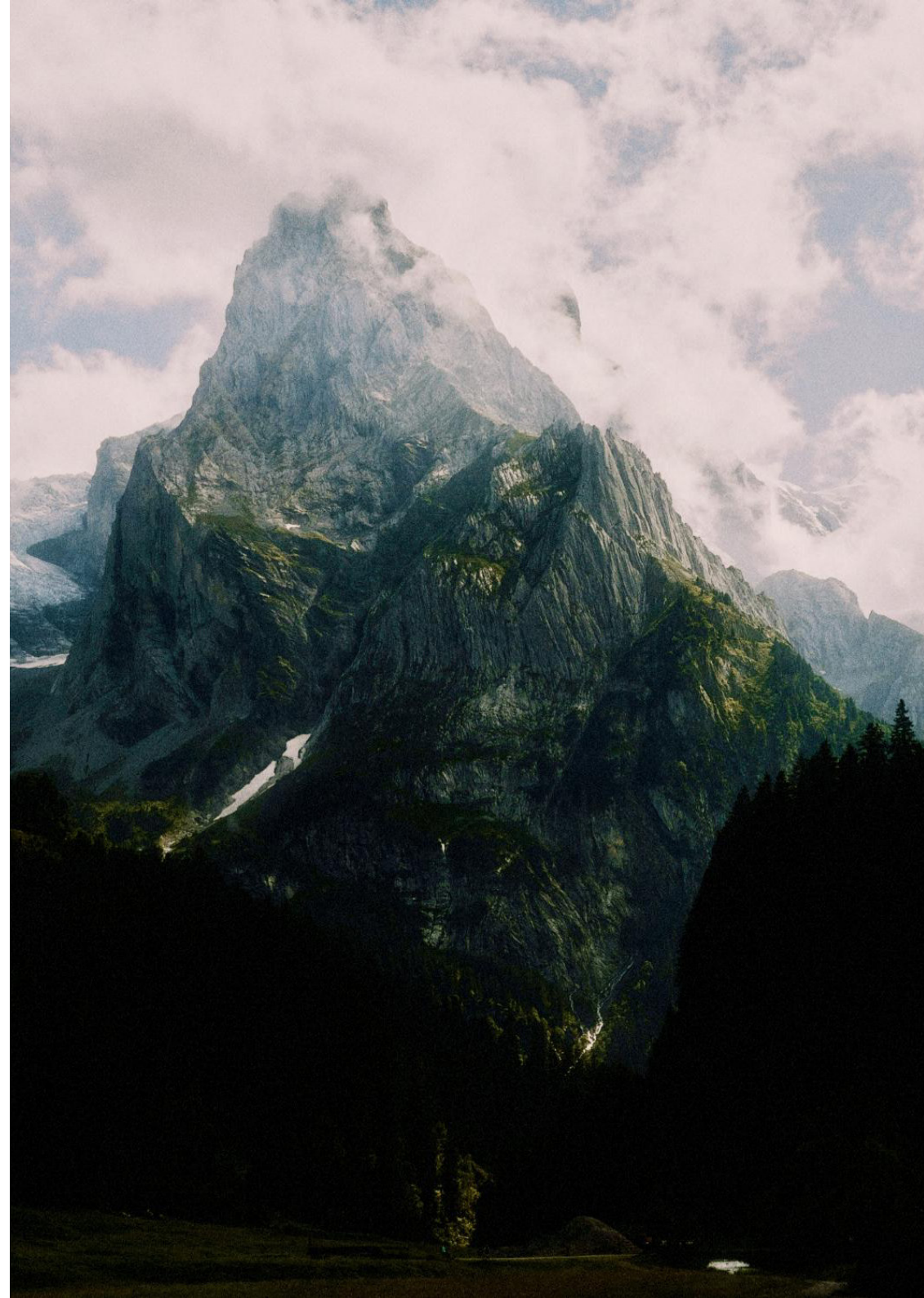
Perseverance-01

Intro    At Pragma, our brand philosophy is built on three indispensable pillars: Ecological Commitment, Swiss Ingenuity, and Authenticity.

These fundamental values serve as our guiding light, ensuring that each timepiece we craft embodies excellence as much as our dedication to environmental responsibility and the rich heritage of Swiss horology.

Driven by our brand purpose “Time Redefined, Perspectives Reshaped”, Pragma seeks to reinterpret the essence of time where values transcend mere functionality. Introducing the P1 - Perseverance Collection. Relying on sustainable innovation, each timepiece is meticulously crafted with eco-conscious materials.

Our commitment comes with transparency: we have developed an ecological index that quantifies every material, treatment, and transformation involved in our manufacturing process. Relying on sustainable innovation, each timepiece is meticulously crafted with eco-conscious materials.

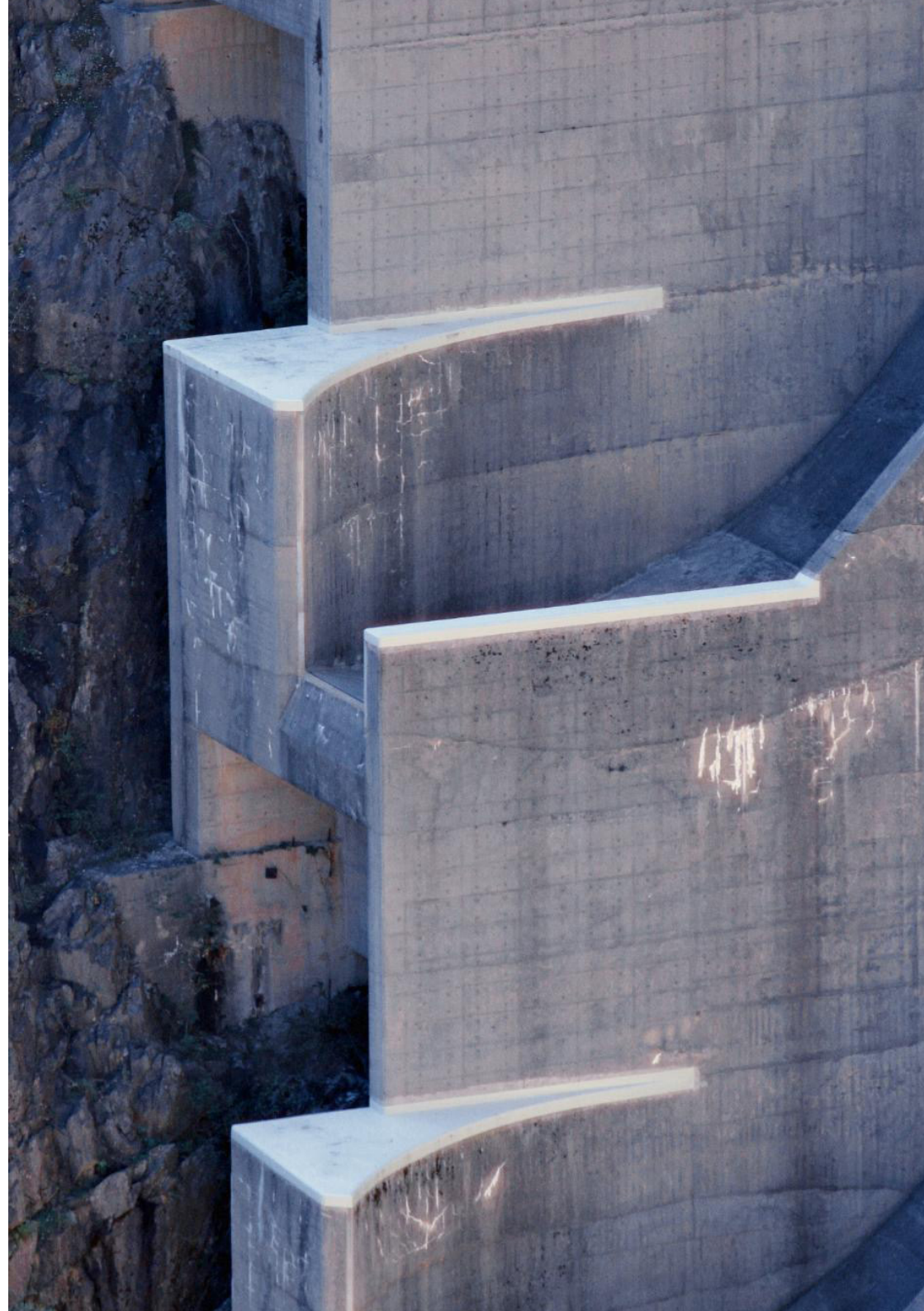




When discovering your Pragma watch for the first time, follow these steps to ensure optimal performance and longevity.

Before wearing it for the first time, or after a prolonged period of inactivity, your watch should be manually wound to maintain accuracy. Gently turn the crown clockwise—about 20 turns are sufficient for partial winding. The watch will then continue to wind automatically with the movement of your wrist.

Once winding is complete, ensure that the crown stem is securely in position 0 to maintain the watch's water resistance.



## Pragma Perseverance

The Perseverance collection embodies the essence of Swiss watchmaking excellence. This timepiece features a 39 mm diameter, 10.5 mm thick Panatere® solar stainless steel case, protected by a scratch-resistant sapphire crystal with anti-reflective coating.

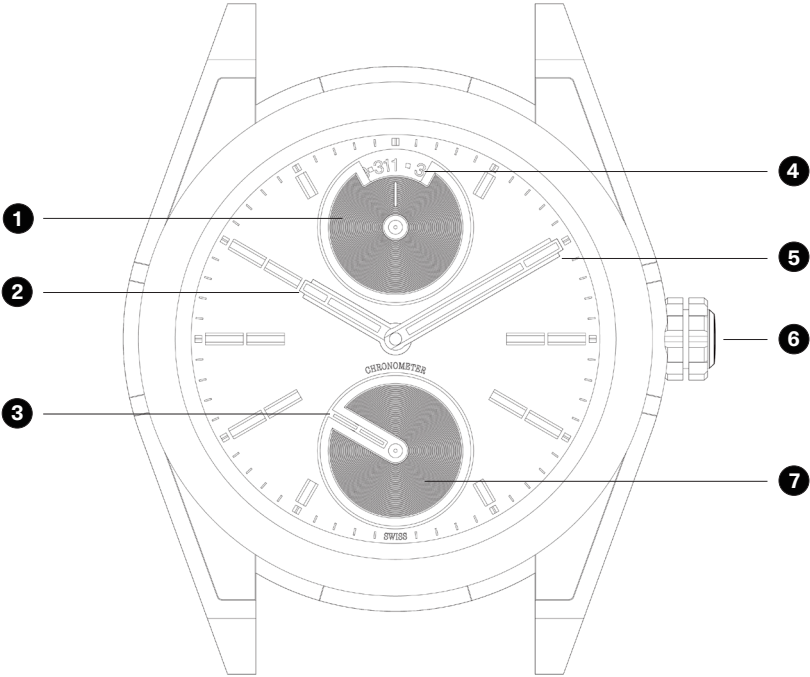
Its subtly sandblasted dial is adorned with rhodium-plated gold indexes and Swiss Super-LumiNova® Grade A BG W9, ensuring perfect readability under any conditions.

At its heart beats the Pragma 1031-1 caliber — an automatic certified chronometer (ISO 3159 displaying hours, minutes, small seconds (via a disc at 6 o'clock), and date (via a disc at 12 o'clock). Comprising 278 components, including 41 jewels, it delivers a 60-hour power reserve and operates at a frequency of 4 Hz for optimal precision.

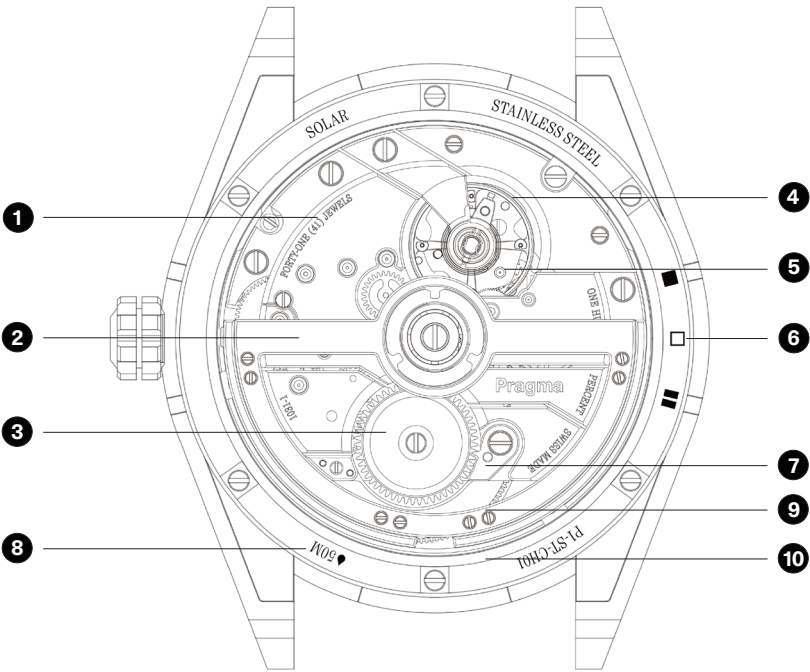
The bridges and mainplate, crafted from 100% recycled titanium, reflect our commitment to sustainable watchmaking.

Each watch in the Perseverance collection is more than a timekeeping instrument: it reflects our pursuit of authenticity, sustainability, and transparency.





- 1 Date indicator
- 2 Hour hand
- 3 Second window
- 4 Date window
- 5 Minute hand
- 6 Crown (2-position winding stem)
- 7 Second indicator



- 1 Total number of jewels
- 2 Automatic winding rotor
- 3 Barrel & Ratchet
- 4 Balance Wheel
- 5 Escapement
- 6 Pragma code
- 7 Ratchet click
- 8 Water Resistance
- 9 Case materials
- 10 Model reference





Each watch has a unique serial number, which we have visually represented using the brand's signature square elements.

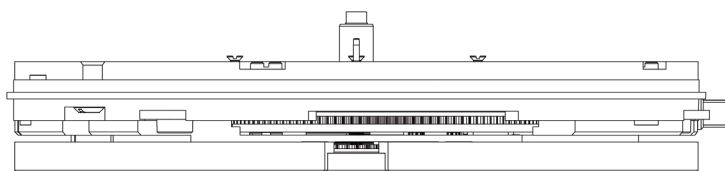
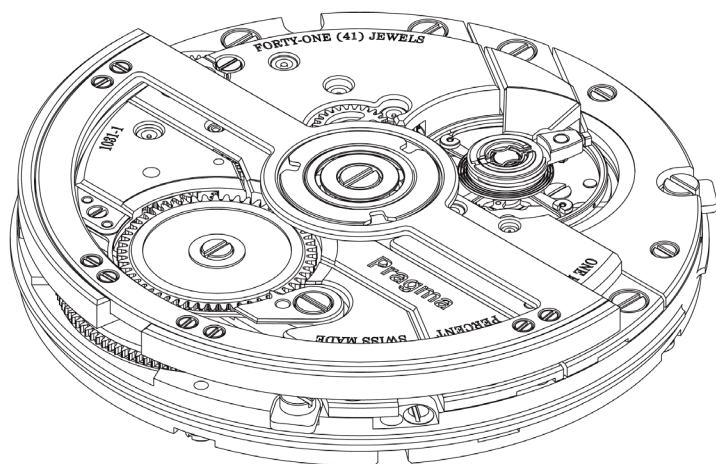
By combining these three types of squares in a structured arrangement, we create a unique numerical code for each watch. This approach not only maintains the functional purpose of serial numbering but also integrates a distinctive design element that reflects the brand's identity.



A solid square represents 10

A hollow square represents 5

A half-filled square represents 1



- Development: Pragme and Chronode SA
- Reference: Pragme 1031-1
- Certified Chronometer (ISO 3159)
- Winding Type: Bidirectional automatic with titanium rotor and plate
- Number of Jewels: 41
- Frequency: 28,800 vibrations per hour (4 Hz)
- Power Reserve: 60 hours
- Exclusive Features: Date and seconds indication via rotating counters
- Escapement: Swiss lever escapement
- Balance Wheel: Variable inertia
- Materials:
  - Bridges, main plate, and structural components in Grade 5 titanium, 100% recycled by Panatère SA

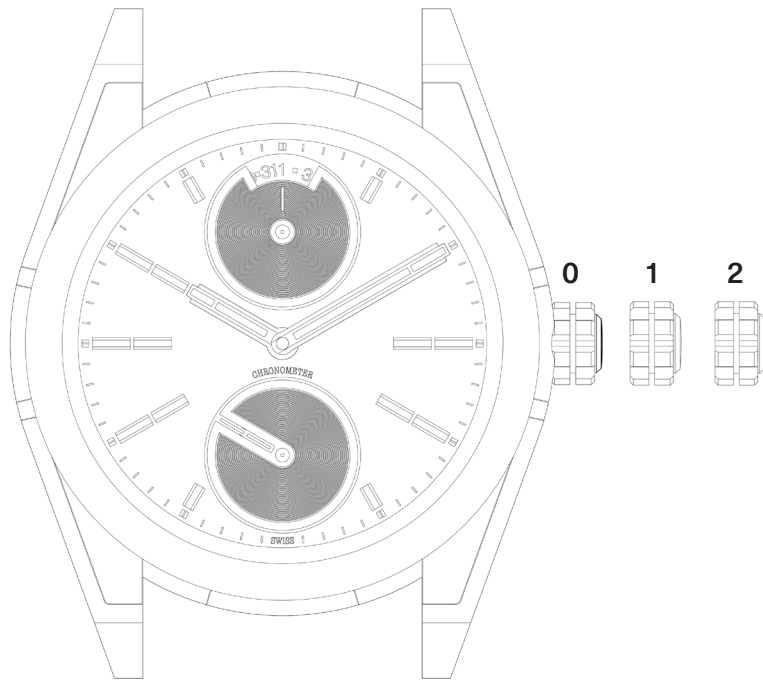
#### Decorations:

- Polished bevels
- Sunray Côtes de Genève
- Natural sandblasting

#### Display:

- Central Display: Hours and minutes
- Counters:
  - At 12 o'clock: Date
  - At 6 o'clock: Seconds





### Important:

- The crown must be in position 0 before any water exposure. Never submerge the watch with the crown pulled out to preserve water resistance.

### Position 0: Manual Winding

- Turn the crown approximately 20 times for optimal partial winding.

### Position 1: Date Setting

- Turn the crown to adjust the date.

### Position 2: Time Setting

- Turn the crown to set the time precisely.

## Caring for Your Watch

To maintain the beauty and performance of your Pragma watch:

- Clean it regularly with a soft microfiber.
- Avoid strong impacts and extreme temperature variations.
- Ensure the crown is in position 0 before any water exposure.

After seawater exposure, rinse the watch with fresh water. Wash the case with soapy water using a soft brush if necessary.





## After-Sales Service and Warranty

Pragma offers a 5-year warranty for each new watch.

We recommend a full service every 5 years to maintain optimal performance. During servicing:

- The watch is disassembled, each component is cleaned and inspected.
- Worn parts are replaced with original components.
- The movement is precisely lubricated and rigorously tested.

Each complete service comes with a 2-year service warranty.



## Additional Information & Contacts

For more information: [www.pragma-watches.ch](http://www.pragma-watches.ch)  
Contact: [info@pragma-watches.ch](mailto:info@pragma-watches.ch)

Instagram: [@pragma\\_watches](https://www.instagram.com/pragma_watches)

Our customer service team is available for any inquiries.

E: [info@pragma-watches.ch](mailto:info@pragma-watches.ch)  
W: [pragma-watch.ch](http://pragma-watch.ch)





