

The Credor Signo “Eichi II”



Reference no.	GBLT999
Case material	Platinum 950
Glass material	Dual-curved sapphire crystal (with anti-reflective coating)
Case size	Diameter: 39 mm; thickness: 10.3 mm
Water resistance	3 bar
Magnetic resistance	Antimagnetic watch (JIS Type 1 antimagnetic watch)
Band	Crocodile (navy) Platinum fold-over push button clasp (partly 18 K gold)
After-sales service	2-year warranty
Production	About 20 pieces per year

Movement Specifications: Spring Drive movement caliber 7R14

Winding system	Hand-winding
Accuracy	+/- 15 seconds per month
Power reserve when fully wound	Approximately 60 hours
Jewels	41
No. of components	252
Other function	Power reserve indicator on the back
Dimensions	Diameter: 32 mm; thickness: 3.5 mm

Issued August 19, 2014

The Ultimate in Simplicity: The release of the Seiko Eichi II in the luxury Credor line

Master artisanal skills combined with cutting-edge technology
-an elegant expression of Japanese esthetics



Seiko Watch Corporation (President & CEO: Shinji Hattori, headquartered in Minato-ku, Tokyo), is pleased to announce the Eichi II, a new wristwatch masterpiece in its luxury Credor dress watch line, released to mark the 40th anniversary of the Credor line and the 15th anniversary of its Spring Drive*¹ technology. The suggested retail price is 5.5 million yen (plus tax). The wristwatch will be available for sale at Credor dealers around Japan on October 10, 2014 (Friday).

Credor is a luxury dress watch series created in 1974 that employs delicate techniques based on Japanese precision and esthetics. The name is based on the French “*crête d’or*” which means “crest of gold.” Befitting the name, each part, from the movement to the finest component, is made from select materials and produced by master watchmakers, ensuring the enduring beauty and quality of every watch. The year 2014 marks the 40th anniversary of the Credor brand.

<<Product Features>>

The Eichi II marks the 40th anniversary of the Credor brand and the 15th anniversary of the Spring Drive movement. It is a refined and redesigned version of the Eichi, a leading Credor dress watch released in 2008. It is made with top-class horological handcrafting and cutting-edge technology. The Eichi II is a luxury watch produced with the incomparable esthetics and techniques of the master Japanese watchmakers for which the Credor brand is known.

The original Eichi (which means “wisdom”) won accolades for its exquisite hand-finishing, a patented torque return system, and pure white porcelain dial. The Eichi II employs these features and has been further refined. Its redesign fully deserves the description: “the ultimate in simplicity.”

■ Successor to the simple style of the Eichi, yet a stunning new evolution

- The movement was hand-finished by master craftsmen and craftswomen and features a timeless luster and unmatched sophistication. The wristwatch’s durability and usability were also improved. The Eichi II is made by Seiko Epson’s premier watchmakers at its Micro Artist Studio*², located in Shiojiri, Nagano Prefecture.

- The power reserve dial that appeared on the face of the Eichi has been moved to the back, and the dial has been simplified with only an hour, minute, and second hand. Another important difference is the case size, which has been upsized from a comparatively small 35 mm to 39 mm, offering a more powerful presence.

- The movement uses a two-piece bridge structure with the power reserve indicator in a well-balanced position, finished simply and dynamically. The contours of the bridge and the beveling around the rubies and holes look striking from any angle, as they are all expertly handcrafted and polished to a mirror-like finish with a circular motion. The circular mirrored finish parts and blue temper *³ screws stand in contrast to the hairline finish of the bridge and heighten the sense of engineering perfection.



■ Hour indices are hand-painted on a porcelain dial and will never fade

• The pure white porcelain dial was inspired by the snowy landscapes of winter in the mountainous region of Shinshu. The 12 hour indices and Credor logo were meticulously hand-painted, one by one. Such a high level of concentration and skill is needed that only one watch dial can be produced per day.



The paint used on the hour indices is a specially blended deep blue that matches the blue temper hands perfectly.

■ The “torque return system” is a proprietary mechanism that produces a long power reserve.

Seiko’s torque return system, developed in 2008, maximizes the advantages of the Spring Drive’s high torque. When the output torque is highest after the mainspring has been fully wound (approximately 35 hours), approximately 30% has no effect on accuracy and hand movement and is used to enable the mainspring to wind itself. The effective use of limited energy enables this system to provide a 25% increase in power reserve as compared to the previous caliber 7R88 (hand-winding caliber which has a power reserve of 48 hours). As a result, caliber 7R14 used in the Eichi II as well as its predecessor offers an operation time of approximately 60 hours.

**1 Spring Drive: A unique drive mechanism devised by Seiko that powers a watch through the unwinding of a mainspring, as with purely mechanical watches, but with accuracy precision-controlled by an integrated chip and quartz oscillator.*

**2 Micro Artist Studio: A watchmaking studio established by Seiko-Epson in 2000 to carry on Seiko’s traditions of world-class watchmaking. A few years after its founding, the studio began to develop even more advanced skills and create original products. Among these were the Credor Spring Drive Sonnerie (2006) and the Credor Spring Drive Minute Repeater (2011).*

**3 Blue temper: When steel is heated, an oxide layer forms on its surface, creating the blue color. The color of the oxide layer will depend on the temperature and amount of heating time, producing many different colors. To create the deep, vibrant blue steel used for the Eichi II required that heating be stopped in an instant, a method performed by hand for each piece by a master artisan. The tempered blue metallic hands were made using such a process.*
