

N° 03

FORTIS



DIGITAL VERSION

NEWS



HARD. HARDER. MARINEMASTER DLC.

20X HARDER: DIANOIR®. DIAMOND-LIKE CARBON COATING.

With the new Marinemaster M-44 DLC Gravity Black and Black Resin, Fortis elevates robustness of the Marinemaster collection to a whole new level.

Both models feature a radically reduced, anthracite-black design and mark the next step in the evolution

of our most capable dive watches.

The first Marinemaster with DLC coating:

At the core is the case: a solid block of stainless steel, coated with our Dianoir® ta-C DLC finish. For the first time, this extremely hard surface treatment is applied to a Marinemaster. The result: a surface hardness of 4,500 HV (Vickers) which is approximately 20 times



Gravity Black



Black Resin

harder than conventional stainless steel. The benefit is uncompromising durability: exceptional resistance to scratches, wear and corrosion. Even when conditions move far beyond comfort.

Kenissi power inside:

The new Marinemaster models are powered by the manufacture calibre Werk 11, developed in collaboration with Kenissi.

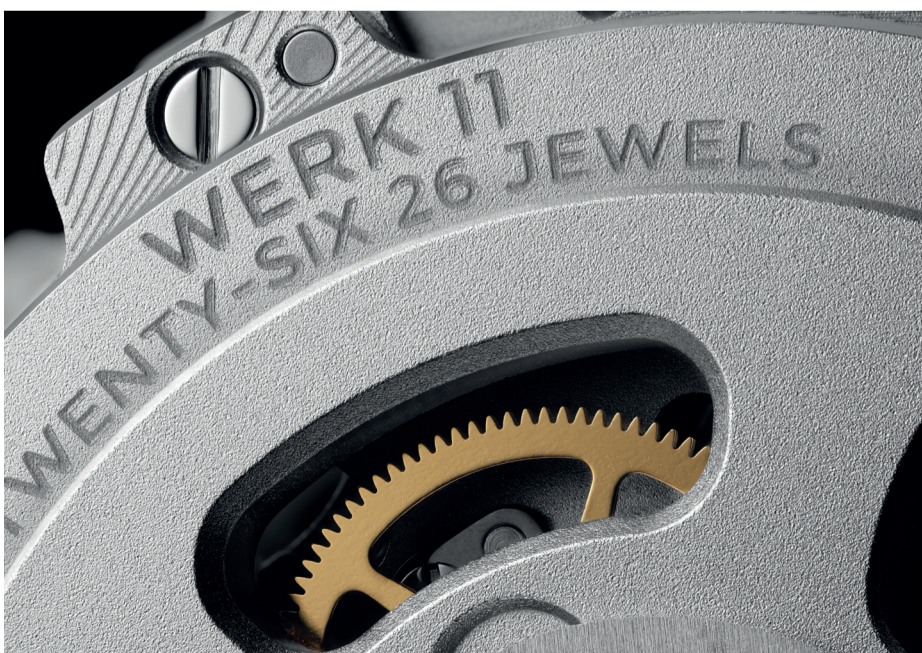
COSC-certified, automatic, with a 70-hour power reserve and variable inertia regulation, engineered for precision under pressure.

The most robust Marinemaster ever:

Both new DLC models follow the proven Marinemaster M-44 concept and push durability to a new level. Clear legibility. Pure functionality. A design that asserts itself in every environment and outlasts it.

Marinemaster:

For those who demand endurance whether at 500 meters below sea level or in everyday life.



Jupp's Column

A Family Matter.
Always.**TRULY STAYS TRUE.**

When I speak about Fortis today, I'm not talking about a brand. I'm talking about a family. Not only in the traditional sense, but about a feeling that connects people who want the same thing: to create something real. For more than a hundred years, Fortis has been a family-owned company. And yes, that may sound a little old-fashioned but that is exactly what matters most today.

In a world driven by corporations, investors and fast-moving trends, staying independent is a statement.

Here in Grenchen, we don't make decisions based on slide decks, but on principles. We don't think in quarters. We think in generations. Being owner-led means responsibility. It means standing behind everything that appears on the dial. It means showing faces, not logos.

And it means that every decision, from the design to the very last screw, is made with heart, hands and conviction.

– Jupp



Movement

**WHO ACTUALLY STANDS
BEHIND WERK 11?**

Fortis & Kenissi – Partners in Precision.

**FORTIS IS PART OF A
VERY SELECT CIRCLE.****A mark of distinction:**

Being admitted into the small circle of brands supplied by Kenissi is widely regarded in the industry as a mark of distinction. Kenissi works exclusively with partners that demonstrate technical credibility and a clear, long-term mindset.

Fortis has been part of this circle for more than six years. A strong signal which confirms that Fortis has consistently convinced through its philosophy and its substance-driven approach to watchmaking.

Kenissi, the engine behind the scenes:

Founded in 2016, Kenissi has established itself as a Swiss manufacture specialising in high-perfor-

mance mechanical movements. The name derives from the Greek word kinesis (movement), a direct reference to the very heart of watchmaking. The story began earlier. In 2010, Tudor launched an ambitious project to develop in-house movements. This effort culminated in the founding of Kenissi in 2016. Kenissi's focus lies in the intelligent combination of robustness, precision and extended power reserve. Its movements are manufactured to the highest standards and engineered for long-term durability.

Who stands behind Kenissi?

Chanel holds approximately 20% of Kenissi. In addition to Tudor and Chanel, the manufacture supplies a carefully selected group of brands — including Breitling,

Bell & Ross, and Fortis. What this means for Fortis:

Technical excellence:

Kenissi movements provide Fortis with a foundation that meets the highest technical and quality standards — a clear statement of competence and ambition.

Long-term thinking:

At a time defined by short-lived trends and temporary collaborations, the partnership with Kenissi underlines Fortis' commitment to durability, consistency, and substance.

Brand value and differentiation:

For customers, it becomes clear: a Fortis watch is not defined by design alone, but by a technically refined movement with provenance and purpose. Fortis and Kenissi share more than engineering — they share a common attitude toward quality and reliability, felt with every second.

A direct benefit for the wearer:

In addition to the Fortis five-year warranty, customers purchasing a model powered by a Kenissi movement benefit from a clear service promise: If the movement does not perform flawlessly, it is not repaired — it is replaced entirely, without detours. Engineered for trust. Backed without compromise.

The First Lady

SHE RUNS THE MISSION.

And holds the line.

**PLANING. PRECISION.
PETRA.**

At Fortis, there's hardly a moment when a project, an event or a launch isn't already in motion. And

wherever something important is happening, Petra is already one step ahead. She knows every detail, every deadline, every dependency. Flights, hotels, teams, timings. Petra orchestrates all of it with a level

of precision you'd normally expect from our watches. People rely on Petra because she delivers. Always.

If something runs smoothly, it was very likely Petra.





Patented Engineering

THE FORTIS LOCK SYSTEM®.

Makes sense. Even above sea level.

SAFETY WITH A SINGLE CLICK.

Sometimes it's not the big gestures that create confidence, but the small clicks. The Fortis Lock System® is one of those moments: engineered to guarantee control exactly when it matters most.

In the Marinemaster collection, the system mechanically secures the bidirectional bezel. Once locked, it stays locked. Only a deliberate release allows the bezel to move again.

What sounds simple is the result of precise engineering and a patented Fortis mechanism developed in Grenchen.

It prevents accidental adjustments under water, during impact or in demanding conditions and it works reliably even with gloves or wet hands.

And if you're not diving to 500 meters, it also works perfectly well for setting your parking time.

Rugged Comfort

THE HORIZON STRAP.



WHEN ADVENTURE BECOMES EVERYDAY.

Crafted from high-performance FKM rubber, the Horizon Strap delivers exactly what Fortis stands for: durability, comfort and function in all conditions.

It resists heat, cold, UV exposure and saltwater. On land or below the surface. Flexible, resilient and dimensionally stable, it remains as robust after years of use as it was on day one. The design is clear, reduced and unmistakable.

Just like your Fortis.

For the Nerds

REGULATED AT THE HIGHEST LEVEL.

Balance. Perfected.

WHAT IS VARIABLE INERTIA REGULATION?

In a mechanical watch, everything revolves around balance. At the heart of every movement is the balance wheel, oscillating continuously. It sets the rhythm and determines accuracy and reliability.

Traditionally, the rate of this oscillation was adjusted by shortening or lengthening the hairspring. External shocks, however, can disturb this delicate setup and negatively affect timekeeping. This is why Fortis manufacture calibres Werk 7, Werk 11, and Werk 13 rely on variable inertia regulation.

Here, the oscillation frequency is no longer adjusted via the hairspring, but through microscopic screws or weights positioned on the rim of the balance wheel.

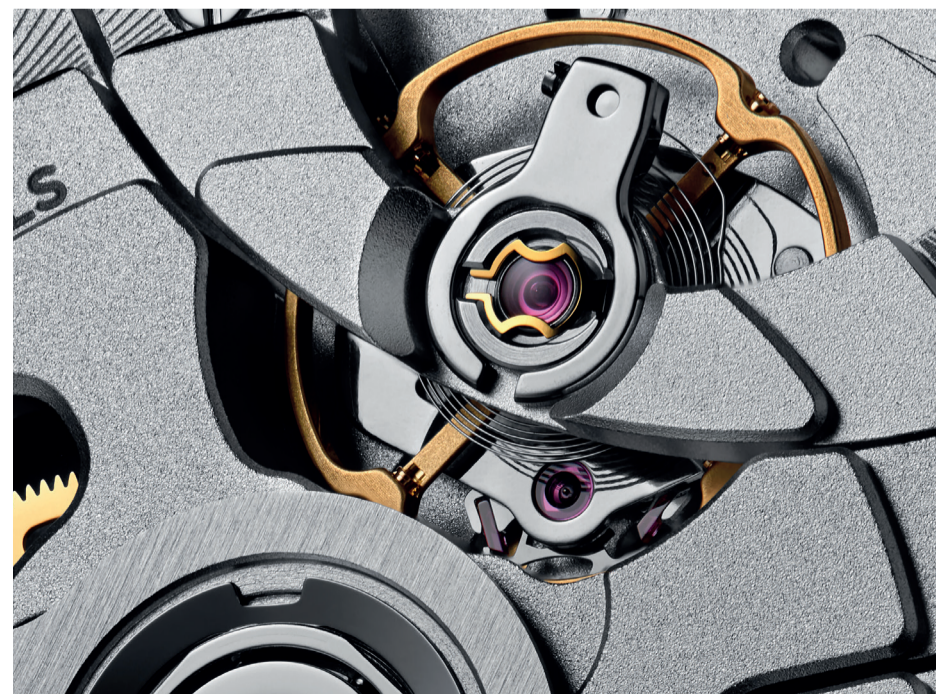
By altering the moment of inertia, regulation becomes more stable, comparable to a figure skater who spins faster when pulling their

arms inward. The result is a regulation system that is more stable, more shock-resistant and more precise, maintaining accuracy even under extreme conditions.

The gold standard of modern watchmaking

Today, this principle is widely re-

garded as the gold standard of haute horlogerie. It is no coincidence that manufacturers such as Patek Philippe, Rolex and other top-tier brands rely on this form of regulation. It stands for maximum precision, exceptional robustness and genuine watchmaking substance.



NOVONAUT N-42



42mm. Column Wheel Chronograph.
Space-Tested Manufacture Caliber:
Werk 17 with 60 hours of Power Reserve.
Ceramic Bezel. X1 Lumicast®.

STRATOLINER S-41



41mm. Column Wheel Chronograph.
Space-Tested Manufacture Caliber:
Werk 17 with 60 hours of Power Reserve.
Unique dial design and functionality.

FLIEGER F-39 | F-41



2 Sizes: 39 & 41mm. Recycled Stainless Steel.
Ultimate Readability.
Bidirectional GMT Bezel with 24 Clicks.

FLIEGER F-43 BICOMPAX



43mm Chronograph. Recycled Stainless Steel.
Ultimate Readability.
Bidirectional GMT Bezel with 24 Clicks.

MARINEMASTER M-44



44mm, Water Resistance: 500m
 Bidirectional Bezel with Lock System.
 Manufacture Caliber:
 Werk 11 with 70 hours of Power Reserve.

MARINEMASTER M-40



40mm. Recycled Stainless Steel.
 Water Resistance: 300m.
 Unidirectional Bezel.

FLIEGER F-43 TRIPLE-GMT



43mm Titanium Grade 2.
 Manufacture Caliber:
 Werk 13 with 70 hours of Power Reserve.
 3 Time Zones.

VAGABOND V-40



40mm Titanium Grade 5.
 Manufacture Caliber:
 Werk 13 with 70 hours of Power Reserve.
 GMT-Ring made from 18k White Gold.



Partnership

OCEAN COLLECTIVE: GUARDIANS OF THE DEPTH.

Of adventure. And responsibility.

THE SURFACE IS LOUD. THE DEPTH IS HONEST.

Those who dive with the Ocean Collective enter a mindset: respectful, conscious, connected. Ocean Collective is a passionate community of marine biologists, freedivers, photographers, and people united by one thing: a deep connection to the ocean. They do not want to admire it alone. They want to understand it. And protect it.

Between science and experience:

What defines the Ocean Collective is their approach: bringing people to the point where research becomes tangible. Participants accompany scientific projects, dive with sharks, observe whales, map coral reefs and document endangered species. These are far away from typical tourist trips. They are expeditions with purpose. With

every journey, Ocean Collective directly supports marine conservation: through data collection, education and financial contributions to local initiatives. Adventure becomes responsibility. Curiosity becomes understanding.

Freediving as awareness:

Freediving stands at the centre of many projects. No compressed air. No separation between human and ocean. It is the quietest form of connection, with nature and with oneself. Anyone who encounters a whale shark in complete stillness understands immediately: We are just guests in this world.

Community over hierarchy:

“Collective” is a lived philosophy here. Anyone can become part of it: as a researcher, a photographer or simply as someone who cares deeply about the ocean. It is about contribution and awareness rather than titles and ego.

One goal: preserve what remains

At a time when coral reefs are dying, plastic mountains are growing and oceans are being exploited, initiatives like Ocean Collective are essential. As a link between science and experience. Between responsibility and emotion.

Fortis & Ocean Collective: a shared mindset

What the Ocean Collective lives underwater, Fortis lives on land: awareness, durability and respon-

sibility. This partnership is a shared statement for action that is real. We both share the conviction that true strength is not loud but sustainable.

For the Ocean Collective team the Marinemaster is both a trusted companion and a reliable tool, below the surface and above sea level. (picture above, from left to right: Anna Renner, Lennart Vossstätter, Emmi Renner and Lukas Müller)



Reality check

TESTED IN THE DEPTH.

You can test watches in a laboratory...

...OR IN REAL LIFE.

Ocean Collective is a partner in mindset. And a test partner in the very element the Marinemaster is built for: the ocean. Where pressure, salt, cold, and darkness are not exceptions, but everyday conditions.

Members of the Ocean Collective spend weeks and months operating in the harshest environments. Freediving. Expeditions. Scientific fieldwork. Our watches are with them. Day in, day out. Put to the test. No show. No studio. No simulation.

From theory to practice:

This partnership matters because feedback from Ocean Collective flows directly into development. Real experience. Real data. Real insight.

Including the understanding that a helium escape valve is unnecessary, while a lockable, bi-directional bezel is essential.

Built for people.

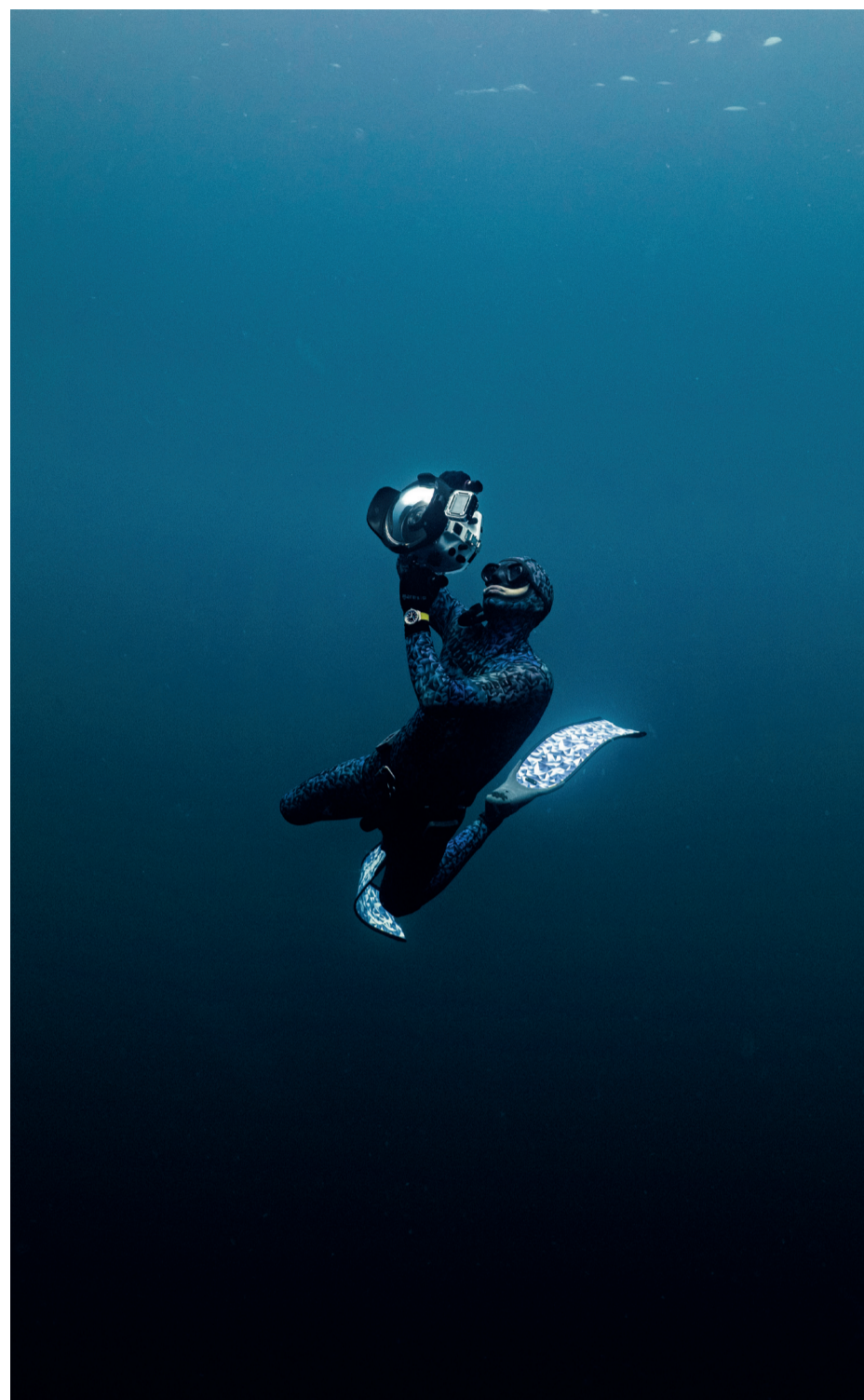
Not display cases.

Watches like the Marinemaster are tools. Built for professionals who rely on their equipment. Ocean Collective provides the toughest, most honest test environment imaginable: reality. Because only those who truly know the ocean can judge whether a watch is equal to it. And only those who truly know their watch can trust it.

True quality is not created in the lab. It is proven in life.

Engineering under real conditions:

During Ocean Collective expeditions, the Marinemaster is used daily in saltwater, cold temperatures and repeated depth cycles. Seals are stressed by constant pressure changes, materials remain wet for days and controls must work with gloves, wet hands and limited visibility. The watch is engineered to function reliably over long periods rather than just individual dives.



Call to action

NO PLANS FOR THE NEXT BREAK?

Learn freediving.
Or join an expedition.

You don't need to be a professional to experience depth. Just willing to immerse yourself in water, in silence, in yourself.

Ocean Collective offers freediving courses and expeditions that go beyond discovery. They actively protect the ocean. Dive alongside scientists, photographers and ocean enthusiasts. Observe sharks. Explore coral reefs. Help document endangered species.

Without noise and engines. Just

you, your breath and the ocean. And as you go deeper, let the awareness grow. The awareness for yourself and for the ocean that connects us all.

So choose a break that lasts. Something real. Something with impact. Learn freediving. Or join an expedition with Ocean Collective.

More information and bookings at www.ocean-collective.de



History

MARINEMASTER: THERE FROM THE START.

Underwater since 1954.

OUR OLDEST COLLECTION.

When the Marinemaster was introduced in 1954, the watch world was in the middle of a technical shift.

Humanity had just begun to explore the depths of the oceans and watchmaking followed. It marked the birth of the dive watch: an instrument that had to unite precision, water resistance and robustness at a level never required before.

The golden era of the dive watch:

During this period, Blancpain introduced the legendary Fifty Fathoms in 1953. Almost simultaneously, Rolex presented the Submariner. Shortly after came Omega with the Seamaster 300 and Breitling with the Superocean.

Together, these watches laid the foundation for what we now define as the modern tool watch.

And right there: Fortis

With the Marinemaster of 1954, Fortis introduced a tool watch built for the same reality: robust, water-resistant and designed to endure.

It was worn by people working in shipyards, on vessels and underwater. In environments where precision was essential.

Since it comes up often:

Yes, we used the name Marinemaster first. And no, we do not make an issue of it. Which is why it is perfectly fine for Seiko to build a Marinemaster as well.

Because what matters more than a name is the substance behind it.

Events

LET'S MEET IN PERSON

See it. Feel it. Experience Fortis up close.



MARCH 7-8

District Time
Washington



MAY 27-31

Couture
Las Vegas



OCTOBER 16-18

Watchtime
New York

News

STAY IN TOUCH

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