



# MONRO ADVENTURE

The Ultimate **Automatic** Travel Watch  
Official Pre-launch Deck



# What is MONRO ADVENTURE?

MONRO ADVENTURE is the new reference in affordable, automatic travel watches.

Lifestyles are changing and that includes how people are travelling. It's about new adventures, exploring new time zones and experiencing new cultures. Making the most of our time.

We've created a timepiece to be a trusted companion on any adventure, no matter how tough. Snowboarding, scuba diving, rock climbing, exploring. You can do it all because MONRO ADVENTURE is a robust, multi-functional watch with a premium specification, powered by the automatic Seiko NH34A movement - no battery change required.

But there's more, with MONRO ADVENTURE you have 24 time zones on your wrist. An independent GMT hand and rotating world city ring means you can keep time in two locations at once and be ready for your next adventure.

Presented with two nato style straps our hand-finished, easy-change lug design means you have complete flexibility in how you style your watch and you can wear it straight out of the box.

After 24 months of perfecting the design and functionality we believe MONRO ADVENTURE is now ready to become the new reference in affordable automatic travel watches.

**Ryan Ould, Co-Founder**



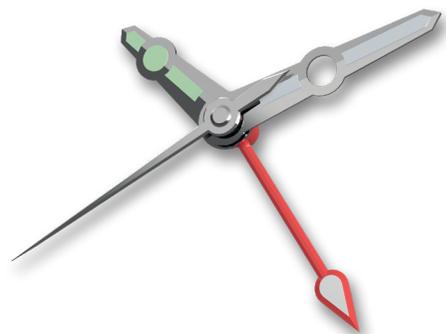
*Where will time take you?*



The Ultimate **Automatic** Travel Watch Under £400

Limited Editions Of 500 Pieces Worldwide

24 Time Zones On Your Wrist - 100m Water Resistant - Sapphire Glass



Unique hand set



Crown detail



Colour-coded crown function



British Summer Time reference



Ceramic uni-directional diver's bezel



Seiko NH34A Automatic Calibre

## Designing MONRO ADVENTURE

Having set out our product ambitions we decided our timepiece should be powered by the brand new automatic Seiko NH34A.

We then had to ensure each of the bespoke components met our design principles with every detail enhancing their functionality. Crown grips, for example, match the forward motion design of the bezel and have a coloured logo according to the function they control; at 4 o'clock the colour is matched to the GMT hand and at 2 o'clock to the rotating world city ring.

The concentric aperture in the minute hand allows the hour hand to be visible at all times while the GMT hand is inspired by the location pin drop of our logo and finished in a contrasting colour to the dial for clear reading of the second time-zone.

The complexity of our case requires precision CNC manufacturing with an innovative hand finished lug system, perfectly considered for comfort and strap change flexibility providing excellent wear-ability.

The lugs themselves also allow for the more rugged 44mm bezel diameter to appear smaller on the wrist.

The case back has been designed to incorporate a GMT scale to help determine which months of the year require you to make calculations based on daylight savings and also identifies its unique Limited Edition number of 500.

**Matt O'Neill, Co-Founder**



MONRO ADVENTURE  
The Collection



# MA-1

## URBAN BLACK



Normal RRP: £399.00  
Indiegogo RRP: £239.00



- 44m solid stainless steel 316L case, polished finish.
- Seiko NH34A automatic movement.
- Urban Black galvanic dial with red GMT hand.
- Black ceramic uni-directional rotating bezel.
- Bi-directional rotating world city ring.
- Tri-luminosity for function clarity.
- AR coated sapphire glass.
- 100m water resistance.
- 1x Black NATO style rubber strap.
- 1x Black & grey NATO style nylon strap.



# MA-2

## DEEP SEA BLUE



Normal RRP: £399.00  
Indiegogo RRP: £239.00



44mm solid stainless steel 316L case, polished finish.  
Seiko NH34A automatic movement.  
Deep Sea Blue galvanic dial with yellow GMT hand.  
Black ceramic uni-directional rotating bezel.  
Bi-directional rotating world city ring.  
Tri-luminosity for function clarity.  
AR coated sapphire glass.  
100m water resistance.  
1x Blue NATO style rubber strap.  
1x Black & grey NATO style nylon strap.



# MA-3

## SUNSET ORANGE



Normal RRP: £399.00  
Indiegogo RRP: £239.00



44m solid stainless steel 316L case, polished finish.  
Seiko NH34A automatic movement.  
Sunset Orange galvanic dial with black GMT hand.  
Black ceramic uni-directional rotating bezel.  
Bi-directional rotating world city ring.  
Tri-luminosity for function clarity.  
AR coated sapphire glass.  
100m water resistance.  
1x Orange NATO style rubber strap.  
1x Black & grey NATO style nylon strap.



# MA-4

## WOODLAND GREEN



Normal RRP: £399.00  
Indiegogo RRP: £239.00



44mm solid stainless steel 316L case, sand-blasted finish.  
Seiko NH34A automatic movement.  
Woodland Green galvanic dial with white GMT hand.  
Black ceramic uni-directional rotating bezel.  
Bi-directional rotating world city ring.  
Tri-luminosity for function clarity.  
AR coated sapphire glass.  
100m water resistance.  
1x Green NATO style rubber strap.  
1x Black & grey NATO style nylon strap.



# MA-5

## URBAN BLACK X



Normal RRP: £399.00  
Indiegogo RRP: £239.00



44m solid stainless steel 316L case, sand-blasted with black PVD finish.

Seiko NH34A automatic movement.

Urban Black X galvanic dial with Orange GMT hand.

Black ceramic uni-directional rotating bezel.

Bi-directional rotating world city ring.

Tri-luminosity for function clarity.

AR coated sapphire glass.

100m water resistance.

1x Black NATO style rubber strap.

1x Black & grey NATO style nylon strap.



# MA-6

## ARCTIC WHITE



Normal RRP: £399.00  
Indiegogo RRP: £239.00



- 44m solid stainless steel 316L case, sand-blasted finish.
- Seiko NH34A automatic movement.
- Arctic White galvanic dial with Grey GMT hand.
- Black ceramic uni-directional rotating bezel.
- Bi-directional rotating world city ring.
- Tri-luminosity for function clarity.
- AR coated sapphire glass.
- 100m water resistance.
- 1x Grey NATO style rubber strap.
- 1x Black & grey NATO style nylon strap.





LONDON, 10:10

HONG KONG, 18:10



HONG KONG, 10:10

DUBAI, 06:10



DUBAI, 10:10

SANTIAGO, 02:10

*Where will time take you?*



SANTIAGO, 10:10

NEW YORK, 09:10



NEW YORK, 10:10

TOKYO, 00:10



TOKYO, 10:10

LONDON, 01:10

For function visibility  
24 hours a day,  
MONRO ADVENTURE  
has tri-luminosity to  
provide legibility in the  
darkest environments  
of the world.



**Local Time:**

Hour hand & hour  
markers in green luminous.



**24 Hour Time/  
Second Time Zone:**

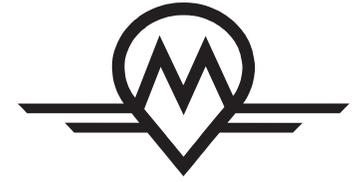
GMT hand & 24 hour bezel  
markers in white luminous.



**Elapsed Dive Time:**

Minute hand and diver's bezel  
triangle in blue luminous.





**MONRO ADVENTURE**  
is presented in its own travel passport.

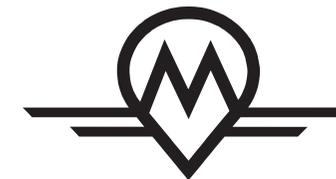
Encased in a FSC approved, recycled paper box in a rich burgundy leather grain finish with silver foiled detail, the case and two straps are securely fitted in a soft black eco friendly EVA material ensuring complete protection for its Adventure.



As seen in....

# Retail Jeweller

We are delighted to be included in the article "Ones to Watch in 2023" in the August edition



MONRO ADVENTURE will launch on Indiegogo in 2023.



All 6 models are Limited Editions with just 500 pieces available worldwide.

Please click the link for our funding campaign where you can sign up to purchase MONRO ADVENTURE for the Indiegogo price of £239.00, 40% discount off the normal RRP of £399.00

[Our Campaign](#)

For more information, please visit us at [www.monrodesignstudio.com](http://www.monrodesignstudio.com)

You can follow the adventure on Instagram here [@monroadventure](#)



## Monro

New brand Monro was founded by former Rotary designers Ryan Ould and Matt O'Neil, who between them have more than 35 years' experience in the watch industry. The pair tell us about their launch model, the Monro Adventure:

### What is the ethos of the brand?

The ultimate affordable travel watch, designed for function, form, longevity and comfort, to go anywhere you go.

### Who is the brand aimed at?

Monro Adventure is for people who love to travel. We wanted to create a watch that was robust enough to handle any situation, whether you're climbing mountains, diving the ocean depths or exploring the world.

### How would you sum up the aesthetic of the watches in three words?

Considered, multifunctional and robust.

### Are there any special features of the watches?

Monro Adventure is a GMT watch that



(Above and right) The Monro Adventure

allows you to tell the time at home and away. The case is made from durable 316L stainless steel, is water resistant to a depth of 100m and fitted with antireflective-coated scratch-resistant sapphire crystal. Within the case is a bidirectional rotating dial ring, which allows easy access to the time of 24 world cities. Three separate luminous colours help to easily distinguish the following: green identifies your local time zone; white identifies your second time zone (24 hours on the bezel); and blue is for your

dive functionality. The unidirectional rotating dive bezel is fitted with a high-end scratch-resistant ceramic insert. Our caseback design helps to highlight daylight savings. The easily adjustable strap system design comes with two Nato straps, one in nylon and one in rubber.

