



INDEPENDENT SWISS WATCH MANUFACTURING
SINCE 1922



*For pilots, individualists and adventurers who appreciate
the sporting elegance, absolute Swiss reliability
and the certain magic of a ZENO watch.*



3

History of ZENO-Watch Basle

Find out what makes ZENO-Watch so special and read the whole story from the beginning in 1868, when it all began.

12

Symbols

All icons for the property name of the individual timepieces.

The Brand

ZENO watches are designed for everyone looking for an exclusive, classic, mechanical watch, pilot watch in large or oversized and limited designer watches. See who we are and what philosophy we follow.

16

18

Pilot Watches

A subtle blend of steel and leather, performance and elegance, with the focus on the essence of a watch, these timepieces include technical features that meet the most demanding requirements. Both sober and sophisticated, these models are guaranteed to catch the eye at the most fashionable soirées as well as in the stands of prestigious games.

66

Clocks & Pocket watch

A pocket watch for the gentleman for special occasions and wall clocks for home-decoration.

Sport Watches

Our finest diving and sport watches reflect the sophistication, style, and efficiency of our exclusive line of timepieces for savvy divers, sportsmen and travelers who love the technical touch of these watches.

48



6

HISTORY

7

ZENO WATCH Basle

It all began in an idyllic house in La Chaux-de-Fonds, where Jules Godat set up a modest watchmaking-workshop in 1868. Like many watchmakers in those days, Jules Godat spent the cold winter months as a seasonal worker in a watch factory, before he decided to set up his own business. By doing so, he laid the foundations for ZENO watch production as we know it today. Godat's first watches were silver pocket watches.

Later, after Jules Godat had left, the workshop was expanded to manufacture railway clocks and watches. In 1900, the workshop was further enlarged and equipped with electricity to power the machines. In 1920, André-Charles Eigeldinger took over Godat watch production. He specialized in manufacturing observation watches for military purposes, slide rule watches and pocket watches in silver, gold and platinum. In 1922, Eigeldinger & Sons registered the «ZENO» brand. This name goes back to the Greek philosopher Zeno of Kition and means «gift of Zeus» or «god given».

As demand for wristwatches rose constantly, production was converted to wristwatches during the years between the two World Wars. The first ZENO wristwatches were made of gold and intended solely for export. In

In the manufacture of ZENO-watches, great care is taken to make high quality timekeeping instruments with a good cost-performance ratio. Since 1922, the watchmakers at ZENO have produced individual pieces with a prominent personality, distinctive character and timeless beauty.

developed a number of digital watch models with so-called «jumping hours», pendant watches for nurses and watches for boys, until in 1960 production temporarily moved to the Atteslander workshops in Bienne where the first mechanical pilot watches were developed. The rapid pace of progress brings constant changes to our

1937, to mark the 15th anniversary of the ZENO brand, the first watches with an integral stop function and acoustic telemeter were made. In 1949, ZENO took part in the Swiss Watch Fair in Basel for the first time (today called Baselworld: Watch and Jewellery Show). In the years that followed, the ZENO engineers

lives. In the ZENO watch workshops, however, mechanical wrist and pocket watches are still made using traditional techniques which require exceptional calmness, precision and concentration of experienced watchmakers. For over 80 years, ZENO watches have largely been produced by hand.

ZENO and Basle

When the company was taken over by the Huber family, the assembly of wristwatches and the service department were transferred to Basel, the city on the Rhine. In 1966, Felix W. Huber developed the first mechanical ZENO watch which set the tone for all future ZENO models. The very first Basel creations included the first vacuum diver's watch, the «Compressor», which was launched in 1969 at the Basel Watch and Jewellery



Show. In addition to in-house manufacturing, the Huber family took over commercial representation for the whole of Switzerland.

As it was not easy to find sufficient qualified personnel in the Basel region at that time, cooperation with other Swiss watch making workshops was sought. Since 1975, ZENO pocket watches have been produced in sunny Ticino where also the dials are printed. Fashionable quartz watches are made in La Chaux-de-Fonds and Neuchâtel. With the reissue of the first pilot watches from 1965, ZENO celebrates the renaissance of a truly great classic.





ZENO-WATCH BASEL (ZWB) is an independent Swiss company. For the last 40 years, Felix W. Huber has been responsible for the design of the watches and has directed the family owned business in Basel.

Experience the quality, love of detail and expert workmanship with which the different materials and pieces are assembled. We invite you to visit a retail store near you to have our watch collection presented to you.

We thank you for your interest in our watches and hope that you will like our timepieces. We shall be happy to refer enquiries to your regional representative.



«My work with watches requires my total dedication.

I start thinking about my «babies» from the moment I wake up, and sometimes I take them to bed with me in my thoughts. I normally wear two watches at once. Most of the time, one will be my latest creation.

Each and every one of my watches represents a challenge I have overcome. I am particularly proud of the new collection. This collection gave me the opportunity to develop a range of watches which combines enduring value with timeless design. On a strong, powerful wrist, these watches make a masculine impression, but they equally fit a more delicate hand. The pilot and sports collection has a special place in my heart»

Felix W. Huber



ZENO-watches are high quality measuring instruments with a distinctive character and timeless elegance. This is owed to the energy of Felix W. Huber, who develops many watch creations every year which are often manufactured in small series, based on original historical models. These are mechanical precision time measuring instruments which combine traditional workmanship, technology and design at a very high level.

The wristwatches in ZENO's latest collection follow the great tradition of watch making for aviation. These mechanical timepieces are intended for connoisseurs of functional design. ZENO does not invest in advertising but in the product and offers a transparent cost-performance ratio.

THE BRAND

ZEVO W

INDEPENDENT SWISS WA
SINCE 1



Reliable Swiss quality watches

ZENO-WATCH BASEL (ZWB) is a small independent Swiss brand, available around the world. ZENO foregoes big promotion campaigns, which has a positive effect on the cost-performance ratio.

ZWB watches are not designed for everyone. As a «niche player» ZWB has specialized in the production of classic mechanical watches, pilot watches, large or oversized watches and limited designer watches.

Target groups

Our main target group are men over 30 who are looking for a male, exceptional, well readable and authentic watch; further clients are amongst many others watch collectors looking for an attractive alternative to other Swiss watch manufacturers.

Big watches are fashionable

ZWB introduced this fashion! Already in the 1930s, Zeno used pocket watch movements in wristwatches. In 1995, Felix W. Huber resumed this approach and created the famous oversized collection for pilots and the vintage style watches for enthusiasts. Connoisseurs know this and recognize ZENO as an independent brand with an excellent reputation.

























Tradition

The company was founded by Jules Godat in 1868. In 1922, Zeno was registered as an independent brand. In 1965, production was moved to Basel. Zeno is proud of its tradition and the fact that it has been an independent trademark for nearly 150 years.

Facts

- ZENO-watches are of excellent quality for a fair price
- Easy to read (especially pilot and diving watches)
- Can be combined with various options, such as metal bracelets, folding-clasps or other dials
- Swiss Made with a two-year international warranty

SYMBOLS

	Polished Stainless Steel		Swiss Manual Movement		GMT Dual Time		Metal Bracelet
	Satinated Stainless Steel		Swiss Automatic Movement		Weekday and Date		Genuine Leather Strap
	18 Karat Gold		Swiss Quartz Movement		Tachy Meter		Rubber Strap
	Gold Plated Stainless Steel		Analog Date		Big Date		Diver Up to 20 ATM
	PVD Black Stainless Steel		Power Reserve		Chronograph (Stopwatch)		Diver PRO Up to 30 ATM
	Titanium		Full Calender (Moon, Day, Month)		Alarm		Diver PRO Up to 50 ATM



PILOT WATCHES



OPTIONS



8454-a1
ETA 2671
LADY



OPTIONS



12836DD-a1
ETA 2836
BASIC



OPTIONS



336DD-s1
ETA 2836
MEDIUM



OPTIONS



9554DD-a1
ETA 2836
NEW CLASSIC



OPTIONS



3315Q-matt-a19
ETA/RONDA
CLASSIC



OPTIONS



6554-s1
ETA 2836
CLASSIC



OPTIONS





6554U-a1
ETA 2824
CLASSIC




OPTIONS



6557TVDD-a1
VALJOUX 7750
CLASSIC



OPTIONS





P554-s1
ETA 2824
X-LARGE





OPTIONS






P554GMT-a1
ETA 2893
X-LARGE



OPTIONS





P554U-a1
ETA 2824
X-LARGE



OPTIONS





P555-a1
SOP 9055
X-LARGE



OPTIONS



P557TVDD-s1
VALJOUX 7750
X-LARGE



OPTIONS



P557TVDPR-a1
SOP 7750 RM
X-LARGE



OPTIONS



P554U-a1
ETA 2824
X-LARGE



OPTIONS



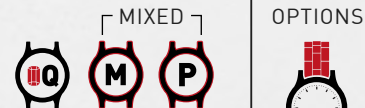
6497-5030Q-s15
RONDA 5030
UPH



88077TVDD-a1
VALJOUX 7750
NOSTALGIA



88079-a1
ETA 2824
NOSTALGIA



6569-515Q-a1
RONDA 515
PRECISION



6569-5030Q-a1M
RONDA 5030
PRECISION



8595N-a1
ETA 2895
OVERSIZED



4171N-a1
UNITAS 6425
CLASSIC



8554N-a1
ETA 2836
OVERSIZED



8557TVDDN-a1
VALJOUX 7750
OVERSIZED



6302-a1
ETA 2824
RETRO TRE



8554-a1
ETA 2836
OVERSIZED



4259-7003NQ-a15
RONDA 7003N
OVERSIZED



8553TVDPR-a1
SOP 7750 RM
OVERSIZED



8563-24-a1
ETA 2836-2
OVERSIZED



8557VKL-a1
VALJOUX 7751
OVERSIZED



2554-NEW-S1
ETA 2824
HERCULES



2557-NEW-S1
VALJOUX 7750
HERCULES



2740-a1
ETA 2824
COCKPIT



2739TH-3-b1
DD 2025
COCKPIT



10554-a1
ETA 2824
GIANT



9554SOSN-a1
ETA 2824
OVERSIZED



OPTIONS



OPTIONS



OPTIONS



OPTIONS



6221Q-a1
RONDA 7003
SUPER OVERSIZED



6221Q-PGR-a15
RONDA 7003
SUPER OVERSIZED



6221N-8040Q-a2
RONDA 8040
SUPER OVERSIZED



6221N-8040Q-a1
RONDA 8040
SUPER OVERSIZED



OPTIONS



OPTIONS



6221N-8040Q-a15
RONDA 8040
SUPER OVERSIZED



6221-8040Q-a1
RONDA 8040
SUPER OVERSIZED



B554Q-GMT-a1
RONDA 515-24
RONDO



B552-a1
ETA 2824
RONDO



OPTIONS



OPTIONS



OPTIONS



6239TVDD-a1
VALJOUX 7750
FELLOW



6304GMT-a1
ETA 2893
FELLOW



6454-bk-a1
ETA 2824
RAID



6454N-a1M
ETA 2824
RAID



OPTIONS



6454TVD-a15M
VALJOUX 7750
RAID



3077TVDD-a1
VALJOUX 7750
TONNEAU



654-s1
ETA 2836
WINNER



657TVDD-s1
VALJOUX 7750
WINNER



4536Q-RG-h1
RONDA 7004
NEPTUN



4536-h1
RONDA 7004
NEPTUN



163-GMT-a1
ETA 2893
SQ



159TH-3-a1
DD 2020
SQ

SPORT WATCHES





4239-RBG-i6
ETA 2836
PIMPED



4236-RBG-i1
AS 5206
PIMPED



2854-a1
ETA 2824
HERCULES



4535-TVDD-i17
VALJOUX 7750
OCEANIA



OPTIONS



OPTIONS



OPTIONS



OPTIONS



6349-12-a1-8
ETA 2824
AIRPLANE DIVER



6349-12-a1-7
ETA 2824
AIRPLANE DIVER



6349-12-a1-5M
ETA 2824
AIRPLANE DIVER



6349-12-a1-7M
ETA 2824
AIRPLANE DIVER



OPTIONS



OPTIONS



OPTIONS



OPTIONS



6349-12-a1
ETA 2824
AIRPLANE DIVER



6349GMT-3-a1
ETA 2893
AIRPLANE DIVER



6349GMT-12a1-7
ETA 2893
AIRPLANE DIVER



6349TVDD-12-a1
VALJOUX 7750
AIRPLANE DIVER



OPTIONS



OPTIONS



OPTIONS



OPTIONS



6478-bk-s1-9M
ETA 2824
PRO DIVER 1



6478-i17M
ETA 2824
PRO DIVER 1



6478-5040Q-s1-9
RONDA 5040
PD-LOOK



6427-bk-s1-7
ETA 2824
PRO DIVER 1



6603Q-bk-a1
RONDA 515
PRO DIVER 2



6603-a1
ETA 2824
PRO DIVER 2



6603-a2
ETA 2824
PRO DIVER 2



6603-a15
ETA 2824
PRO DIVER 2



OPTIONS



OPTIONS



OPTIONS



6412-SBK-a1-SET
ETA 2824
JUMBO



6492-5030Q-bk-a1
RONDA 5030
DIVER CERAMIC



6492-515Q-a1-1
RONDA 515
DIVER CERAMIC



6492-515Q-i2-2
RONDA 515
DIVER CERAMIC



8023TVDD-bk-s9
VALJOUX 7750
MUSCLES



8095-BRG-g1
ETA 2824
MUSCLES



5415Q-BRG-h1
RONDA 515
FASHION



4208-5030Q-bk-i14
RONDA 5030
FUTURA



4539-5030Q-bk-s9
RONDA 5030
NEPTUN



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RONDA 5030
NEPTUN



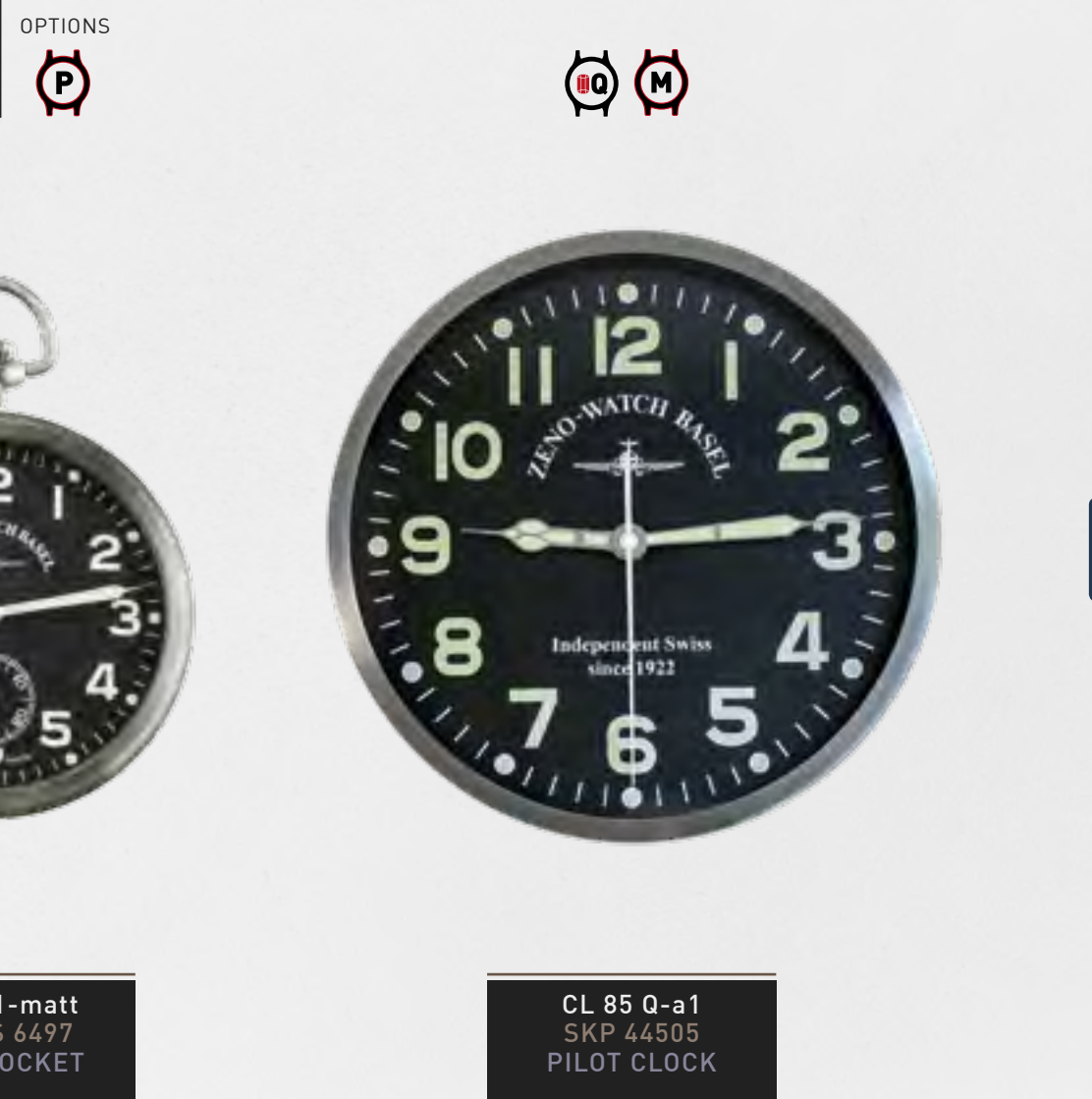
291Q-g3M
RONDA 4120
RACE



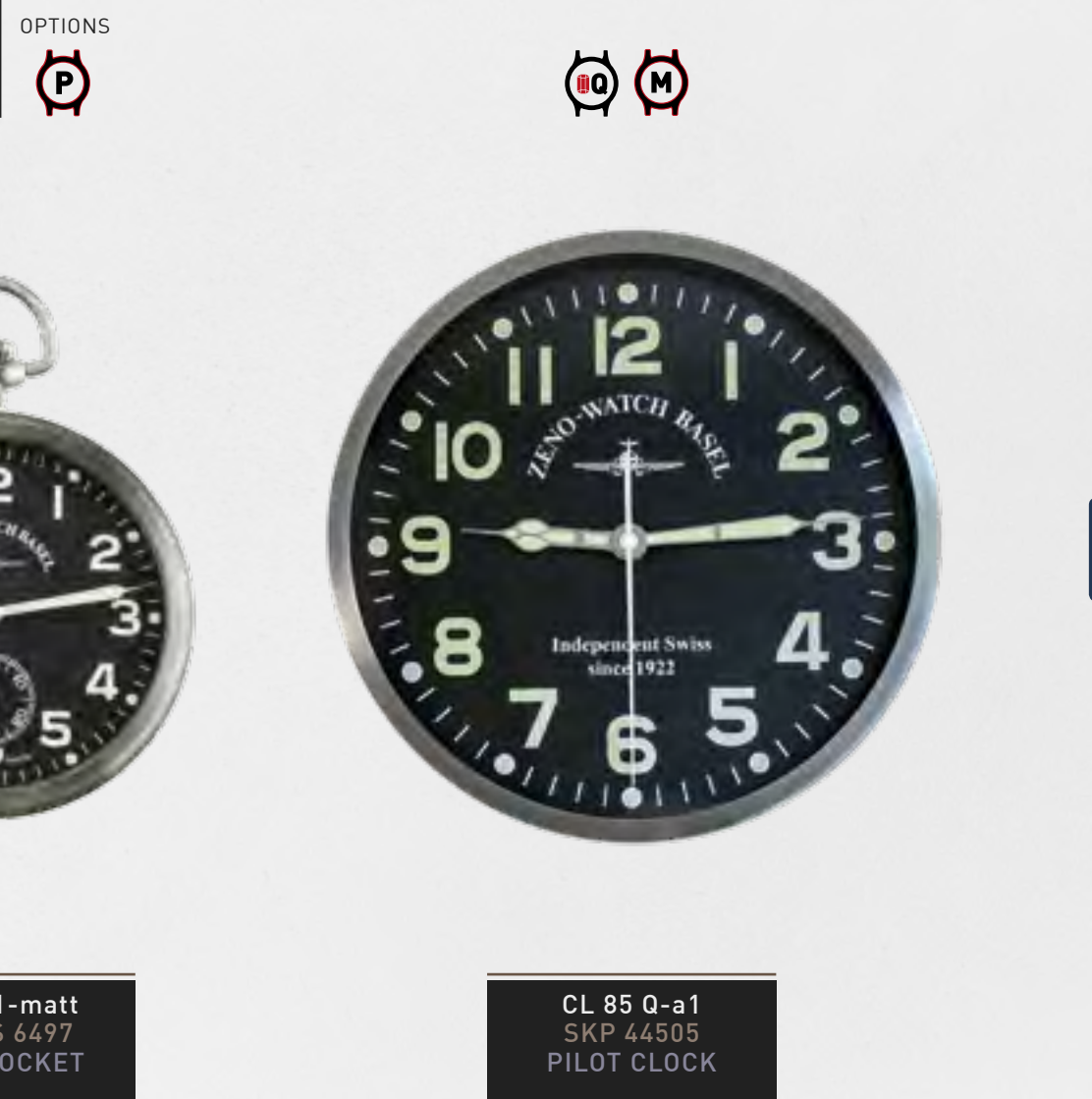
294Q-g3M
RONDA 5040
RACE



66



3533-a1-matt
UNITAS 6497
PILOT POCKET



CL 85 Q-a1
SKP 44505
PILOT CLOCK



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