**PRESS RELEASE**

March 2018

**About traser swiss H3 watches – functional watches for smart people**



traser swiss H3 watches combines functionality, design aesthetics and excellent readability of time in all its models, with light being the primary element. traser's timepieces stand out by their unique ability to assure perfect visibility of the time display, even in the most demanding environments, as they are equipped with the in-house manufactured trigalight® self-powered illumination technology.

traser, the inventor of trigalight®, has pioneered the utmost innovation from the beginning. Already in 1989, the brand introduced the world’s first self-illuminated watch – The Original.

trigalight® is a self-luminous and maintenance-free system: it works without the need for external light or energy sources and it glows uninterruptedly, 24/7, even for many decades.

The timepieces are manufactured under the Swiss Made quality label at traser’s headquarters in Niederwangen (near Berne, Switzerland). The brand’s identity and reputation have been forged by its winning blend of Swiss craftsmanship, robust design, uncompromising functionality, its state-of-the-art illumination technology, and a convincingly competitive cost-benefit ration.

A traser watch is predestined to accompany its wearers reliably through daily adventures, most demanding missions, outdoor activities and spontaneous discoveries – and well-planned journeys that suddenly take unpredictable twists.

No matter where you are. No matter what you do. No matter when.

#unlimited #illumination

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