

# Luxury Watches Created with 3D Printing

Limited edition designs and state-of-the-art materials offer artistic & customizable fashion



## OVERVIEW

This unique design project was done in collaboration with AnalogLab and Munich-based designer and artist Markus Benesch. As the consumer industry is constantly looking for new, innovative materials to help products stand out, AnalogLab embraced the opportunity to create a one-of-a-kind watch body with [Ultracur3D® RG 3280](#). This premium-quality material possesses a ceramic touch and feel, which made it the perfect fit for this project, as traditional manufacturing with ceramics can be cost prohibitive in such small quantities. And by utilizing 3D printing, individualization of the product could be achieved as well as a greater freedom of design.

## QUICK FACTS

### Materials:

- Ultracur3D® RG 3280

### Technology:

- DLP

## analogTime™

Thomas Lehman and the AnalogLab team are the creators of AnalogTime. Thomas leads this group of international designers in his Milan-based, multi-disciplinary studio. Their design thinking and expertise are in brand, strategy, user experience, product, lighting, and furniture design. AnalogLab's founding partner, Thomas Lehman, is an educator, product and industrial designer, and graphic designer. AnalogTime is his passion project where he and his team are seeking to create and refine a full family of products that empower and define the concept of "mass customization" on a very personal scale.



Limited edition of  
only 25 complete  
watches



Custom design to  
finished product  
in less than 2  
months



Featured during  
Milan Design  
Week

## Challenge: Apply material specifically designed for mold production into a customer ready product

A sector of the consumer industry was looking for a new, innovative material for a customized, limited-edition luxury watch that would stand out among other timepieces.

[Ultracur3D® RG 3280](#), a resin usually used for tooling, molding, and wind tunnel testing, was found to be a perfect match for this unique application. This premium-quality material offered a ceramic touch and silky feel as well as ensuring both freedom of design and ease of iterations. An added benefit of 3D printing with a resin material was that the part could be produced in small quantities, which would be cost-prohibitive when using traditional manufacturing methods.

Once the design was completed and the watch body was produced, this collaborative effort offered proof of concept that this technical material can be used for wearable consumer applications and opens a completely new field of possibilities.

*“While we were previously focused on working exclusively with metals like stainless steel for our watches, this new material has opened up entirely uncharted waters. Using a plastic with such a unique touch and feel on a 3D printer is groundbreaking in the watch industry, and we are glad being the pioneers. As designers, our passion lies in pushing the boundaries and exploring novel applications for new materials like Ultracur3D® RG 3280.*

*-- Thomas Lehman, Founder & Design Director at AnalogLab*

## Challenge: Align the design of the watch body with the special mechanical properties of Ultracur3D® RG 3280

AnalogLab used DLP technology to print the watch body which ensured the highly accurate functionality requirements were met along with a precise depiction the specific fine details and intricate angles of the artist's design. A special thermal treatment as part of post-processing ensured a uniform color appearance. Achieving such high resolution and surface quality would not have been feasible with any powder or filament technology. [Ultracur3D® RG 3280](#) also passed biocompatibility tests for cytotoxicity.

These unique watches were displayed at Milan Design Week highlighting how this new and innovative material had never been used for a consumer application of this kind. Upon seeing the success of this collaboration, AnalogLab and Forward AM are evaluating the scaling potential for future projects.

### Learn more about Ultracur3D® RG 3280:

- EU +49 6221 67417 900
- sales@basf-3dps.com
- www.forward-am.com