



Press Release for immediate diffusion

BA111OD launches its first officially certified Chronometer

Neuchâtel, February 2025 – True to its commitment to quality and innovation, BA111OD takes a significant step forward by unveiling its first chronometer-certified model by the Observatoire Chronométrique de Genève. This timepiece seamlessly combines watchmaking excellence, minimalist elegance, and versatility, without compromising accessibility. Designed to accompany every moment of daily life, this new Chapter 7 establishes itself as the ideal accessory for free-spirited and active individuals. Its 40mm stainless steel case naturally adapts to all wrists and styles, from the office to sporting adventures. The chronometer-certified automatic movement ensures outstanding reliability, while its 100-meter water resistance and contemporary design make it a dependable companion—whether in the city, on snowy slopes, or by the water. Available in four variations, with a stainless steel or rubber strap, this model embodies the perfect balance between performance, refinement, and accessibility. An invitation to experience the best of Swiss watchmaking, with simplicity.



Chapter 7 Certified Chronometer by the Observatoire Chronométrique de Genève

"This certification marks a new milestone for BA111OD and reflects our high standards and commitment to offering the best to our customers," explains Thomas Baillod, founder of BA111OD. Staying true to its values, the Neuchâtel-based brand has chosen the chronometer certification from the Observatoire Chronométrique de Genève, conducted by the TIMELAB Foundation, to meet the most rigorous standards.

Since each movement is individually tested, it ensures an accuracy of -4/+6 seconds per day—well beyond the standards of conventional mechanical watches. Carefully adjusted, this movement also offers increased resistance to temperature variations, shocks, and magnetic fields, guaranteeing optimal performance in all circumstances.



Minimalist Design, Maximum Performance

Combining simplicity and refinement, BA111OD's Chapter 7 stands out with its 40mm stainless steel case, chronometer-certified automatic movement, and a design that strikes the perfect balance between technicality and elegance.

Its 10-sided faceted bezel and the subtle interplay of satin and polished finishes add structure and dynamism, while each polished edge catches the light to enhance the details. The sunray dial, adorned with an asymmetric cascading guilloché pattern, reinforces its unique character.

Available in four colors, each paying tribute to the iconic landscapes of Neuchâtel: Absolute Blue, Frost Blue, Forest Green, and Jet Black—a palette that captures the essence of the canton, from the vastness of the lake to the snow-capped peaks, dense forests, and time-sculpted landscapes.

A harmonious palette, enhanced with either a matching rubber strap for a sporty touch or a stainless steel bracelet for a more sophisticated look. The date at 3 o'clock and the off-centered crown at 4 o'clock—BA111OD's signature—complete this modern reinterpretation of a classic timepiece.

A watch designed to accompany every moment of daily life, blending innovation with Swiss watchmaking heritage.

The new Chapter 7 models are already available for pre-order on www.ba111od.com and via the Community App, as well as in official points of sale starting in May 2025, at prices of CHF 760.- for versions with a rubber strap and CHF 820.- for those with a stainless steel bracelet.

For more information, visit www.ba111od.com, follow us on social media, and/or contact us.

About BA111OD

Founded in 2019 by Thomas Baillod, BA111OD embodies a bold and innovative vision of Swiss watchmaking, with the ambition of making it more accessible without compromising excellence.

On October 11, 2019, in the canton of Neuchâtel, a new chapter in Swiss watchmaking began. Thomas Baillod launched BA111OD, a brand that disrupted traditional norms by relying exclusively on LinkedIn to market its first watches. Since then, the brand has established itself as a key player, combining centuries-old expertise with an innovative approach.

Located in the heart of the Watch Valley in Neuchâtel—following in the footsteps of the first Baillod watchmakers of the 18th century—BA111OD has evolved while staying true to its roots. Today, it internally designs its exclusively Swiss Made watches and operates its own watchmaking workshop. The brand also collaborates with an exceptional network of regional co-contractors, whom it highlights through the development of its complications.



TECHNICAL SPECIFICATIONS

<u>Case</u>	Stainless steel 316L 40mm Transparent caseback Crown at 4 o'clock Satin case with satin/polished bezel
<u>Glass</u>	Sapphire crystal with quadruple antireflective coating
<u>Dial</u>	Sunray with a cascading guilloché pattern and faceted indexes with Superluminova <ul style="list-style-type: none">- Frost blue- Absolute blue- Forest Green- Jet Black
<u>Movement</u>	Soprod P024, automatic movement Officially certified chronometer from the Observatoire Chronométrique de Genève - TIMELAB
<u>Functions</u>	Hour-Minute-Second, Date – Superluminova on hour and minute hands
<u>Power Reserve</u>	38 hours
<u>Bracelet</u>	Rubber or Stainless steel with folding buckle
<u>Water resistance</u>	10 atm
<u>Warranty</u>	2 years

LINK TO DOWNLOAD HD PICTURES: <https://ba111od.com/pages/chapter-7-chronometer>

FOR MORE INFORMATION / INTERVIEW REQUESTS PLEASE CONTACT:

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