

ELKA Watch Co.

Form Follows Feeling



Elka
WATCH CO.
SWISS MADE

N Series, The Field Watch

FIELD WATCHES

The Birth of the "Wristlet": A Naval Rebellion

Picture the North Sea in 1880. The wind is biting, and the deck of a German Imperial Navy vessel is slick with salt spray. An officer needs to time a bombardment, but he is wearing a heavy wool coat and thick gloves. To check the time, he must let go of the railing, unbutton his coat, and fumbly pull a gold pocket watch from his waistcoat. In that moment of hesitation, the ship pitches. The watch could shatter; the timing could be lost. It was this physical struggle that led Kaiser Wilhelm I commissioned Girard-Perregaux to make watches that strapped to the wrist. To the high society of Berlin, these were "feminine" trinkets. To the naval officer in the freezing spray, they were a revolution. They featured heavy gold cases to fight the salt and a metal cage over the glass—the first "shrapnel guard"—because a broken watch in the middle of the ocean was a failure of command.

The Mud and the Wire: 1914–1918

Fast forward thirty years to the trenches of the Western Front. In the mud of the Great War, "synchronization" became the most important word in the English and German languages. If the infantry moved one second too early, they walked into their own rolling artillery barrage.

Soldiers couldn't wait for "purpose-built" watches—they took their trusted pocket watches to local blacksmiths and had thick wire lugs soldered onto the cases. These were the "Trench Watches"—rough and practical. It was during this era that the "Hack" time became a vital tactical tool. By pulling the crown to stop the seconds hand, an entire company of soldiers could align their watches to the exact same heartbeat. This ability to "hack" the time ensured that every man went "over the top" at the precise, synchronized moment required for survival. For the first time, dials were also painted with Radium, allowing a soldier to see that synchronized time in a dugout without striking a match and alerting a sniper.

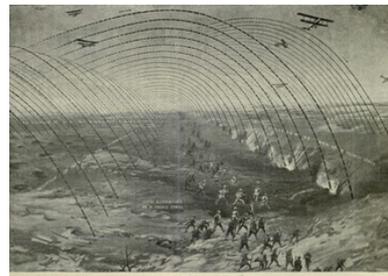
The 1930s: Precision Dictated by Command

By the 1930s, the field watch was a standardized piece of military equipment. The "feminine" stigma was dead, replaced by a rigid set of military requirements. This was the era where the army—not the designer—dictated the watch's anatomy.

- The Mandated Proportions: High command required a 32 to 36mm case. This was a functional necessity; a watch had to be compact enough to avoid snagging on gear or uniforms, yet large enough for total legibility.
- The Typography of Survival: The ornate Victorian numbers were stripped away by military decree. In their place came the bold, rounded Arabic numerals found in the ELKA archives. This specific font and the use of sword hands were mandated for instant recognition in the chaos of low-light operations.
- The Chev  Box Glass: To protect the movement and provide space for the hands, the military utilized high-domed Hesalite crystals. This "box" shape was essential for durability under pressure and became the signature silhouette of the era's tool watches.



Hacking



This 1914–1918 tactic forced soldiers to follow a moving curtain of fire. To survive this deadly choreography, every watch had to beat as one. The "Hack" was born from this absolute necessity for coordination.

FIELD WATCHES

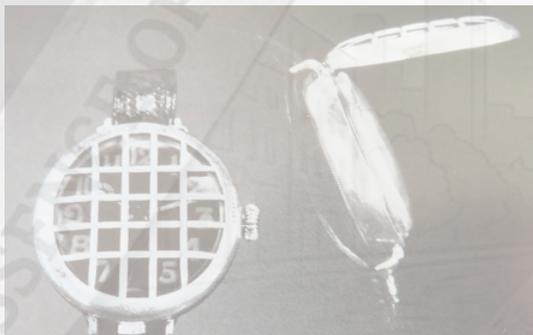
The Evolution of the Field Watch:

From the Trenches to ELKA's N-Series

A Necessity Born on the Battlefield

The history of the wristwatch is a story of evolution driven by utility. While the first decorative watches worn on the wrist appeared in Geneva as early as 1790, they were initially regarded as feminine jewelry—delicate, enameled, and often encrusted with gemstones. For men, the pocket watch remained the only acceptable standard of masculine precision.

The shift began in the military. In the 1880s, Girard-Perregaux and several Swiss firms began producing wrist-worn timepieces for German naval officers, after it was found that holding a pocket watch while navigating was nearly impossible. The versatility of the wristwatch was further proven during the Boer War (1899-1902), but it was the chaos of World War I that defined the "Trench Watch." In the field, unbuttoning a coat to check a pocket watch was too slow—and often fatal. Soldiers began soldering wire lugs onto their cases to strap them to their wrists: the field watch was born.



The N-Series: ELKA's 1930s Heritage Meets Modernity

The N-Series: A 1930s heritage reimagined The soul of the ELKA N-Series is rooted in the peak of utilitarian design. Rather than adopting a generic military template, we drew directly from the 1930s ELKA archives to honor the brand's interwar legacy. The N-Series serves as a direct tribute to these historic dials, seamlessly translating their technical elegance for the modern adventurer.

1930s:
ELKA STANDARDS
REFINED.
LEGIBILITY.
ROBUSTNESS. SIMPLICITY.

The 5 Pillars of the Authentic Field Watch

By 1930, the pocket watch began its demise as the wristwatch became the "latest thing" for men. During World War II, it evolved into an indispensable piece of equipment where synchronization was crucial for troop deployment and precision gunfire. The standards of the Field Watch were dictated by the harsh realities of combat:

1. Maximum Legibility: High-contrast dials—typically white or cream numerals on a dark background—with luminous material for night operations.
2. Robustness: Stainless steel cases designed to withstand impacts, mud, and corrosion.
3. Simplicity: A clean, three-hand layout. No unnecessary complications that could act as failure points.
4. Discreet dimensions: Historically sized between 32mm and 36mm to remain compact and avoid snagging on gear.
5. Utility Water Resistance: Protection against rain, dust, and the moisture of the battlefield.



N Series: The Field Watch

ELKA MN02wo-0905

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ELKA N SERIES

ELKA N-Series: The 36mm Field Watch with 1930s Heritage

Meet the ELKA N-Series, making its debut in a captivating 36mm diameter. This collection is a direct nod to the utilitarian charm of classic "Field Watches," drawing its iconic numerals from a legendary ELKA model from the 1930s. It's a true piece of history, reimagined for your wrist today.

The N-Series launches with two distinct and highly evocative dial options:

- A striking matte black, featuring "Old Radium" numerals that evoke a timeless, aged aesthetic.
- A sophisticated parchment-colored beige, contrasted with crisp black numerals for a classic, legible look.

With the N-Series, ELKA Watch Co. continues to bridge a rich historical legacy with contemporary craftsmanship, offering versatile and historically inspired timepieces that feel just right.



ELKA MN02wo-0814



ELKA MN02wo-1004



ELKA MN02wo-0816



ELKA MN02wo-0905

ELKA N SERIES

Technical Specifications: N-Series

Faithful to the reliability required in the field, ELKA Watch Co. pairs 1930s design with high-grade Swiss manufacturing.

Movement

La Joux-Perret G101 Automatic

Power Reserve

68 hours

Frequency

4 Hz (28,800 A/h) with hacking seconds

Regulation

4 positions (+/- 7 seconds/day)

Case Material

1.4404 (316L) Stainless Steel

Dimensions

36mm Diameter / 10.50mm Thickness / 41.10mm Lug-to-lug

Crystal

Scratch-resistant Chev -box sapphire / Anti-reflective coating

Hands

Brushed nickel Sword-shaped with Super-LumiNova

Water Resistance

50 meters (5 bars)

Case Back

Screwed-in (Solid steel with Sapphire exhibition)



ELKA MN01wo-1004



ELKA MN01wo-0814



ELKA MN01wo-0816



ELKA MN01wo-0905

ELKA N SERIES



ELKA MN04wo-0815



ELKA MN04wo-1004

The MN03 stands out with its vibrant green dial and SuperLuminova numerals. This timepiece is a collaboration with Ace Jewelers, created to celebrate their 50th anniversary. It's limited to just 50 pieces and features Eastern Arabic numerals, an aesthetic that fits within a philosophy of openness and dialogue. Like the Hebrew watch, the MN03 carries the same message of hope: the watch as a bridge between cultures and a symbol of reconciliation. The bold green of its dial evokes vitality and a forward-looking movement, while the Eastern Arabic numerals are a reminder of the richness of the civilizations that have contributed so much to humanity.

These two models, though distinct, create a fascinating horological dialogue. The Hebrew watch is an intimate and powerful story, laden with personal symbols and heritage. The MN03, on the other hand, is a declaration of universal openness—an aspiration for a world where differences are celebrated. Together, they illustrate Elka's ability to transform a simple timepiece into an object that carries meaning, identity, and a spirit of sharing that transcends borders to bring people closer together.

Fifty years. Half a century of passion, expertise, and dedication to the art of watchmaking. To celebrate this milestone, Ace Jewelers of Amsterdam and Elka Watch Co. have joined forces for a third collaboration, rich in history and symbolism.

The bond between these two houses is more than a simple business partnership. It is the result of a long-standing friendship between Alon Ben Joseph and the founder of Elka's new era. A friendship that revealed a shared heritage, as it turned out that one of the old Ace Jewelers' boutique locations used to house one of Mr. Kiek boutiques, the original owner of the Elka brand. This crossing of destinies sealed a natural and powerful collaboration. The first two watches, "Diversity" and "Essence", already paid a vibrant tribute to Amsterdam's identity. The "Diversity" collection, with its dials inspired by the city's different neighborhoods, celebrated the open-mindedness and multiculturalism of the Dutch capital. The "Essence" watch embraced pure minimalism, capturing the timeless elegance of simplicity.

Today, to mark Ace Jewelers' 50th anniversary, this third collaboration is much more than a timepiece. Limited to just 50 pieces, it is a true collector's item adorned with Hebrew numerals, echoing the history and values of the Ben Joseph family. It is a watch that tells a story, honors a family legacy, and symbolizes the loyalty, friendship, and continuity of a shared passion. This special edition not only celebrates an important anniversary, but it also strengthens the deep bond that unites Elka and Ace Jewelers: an authentic connection, forged by history and mutual respect.



ELKA MN03wo-0905



ELKA MN03wo-0816

FEATURES



DIALS, HANDS AND SUPERLUMINOVA

The ELKA N Series features a distinctively curved dial, where the historical numerals are filled with Swiss Super-LumiNova®. This high-performance, non-radioactive material acts as a light battery, recharging via both natural and artificial light. By storing energy and emitting a continuous glow without degrading over time, it remains the ideal choice for ensuring legibility on watch hands and dials.



DIMENSIONS :

- 36 mm diameter, 10.50 mm thick, and a lug-to-lug distance of 41.10 mm.



SAPPHIRE CRYSTAL

Chevé-Box sapphire crystals are considered the most complex type of sapphire used in watchmaking. They are designed to mimic the vintage look of traditional Hesalite glass.

Despite their classic appearance, these crystals are incredibly durable. Sapphire crystal is second only to diamond in hardness, with a rating of approximately 2000 HV (Vickers hardness).

THE MOVEMENTS

The movements have 68-hour power reserve
24 jewels, A frequency of 28800 A/H (4Hz)
Manufactured by la Joux-Perret in la Chaux-de-Fonds



ABOUT



Founded in 1877 in Amsterdam by Eliazer Kiek –inventor of the tactile watch for the blind and watchmaker to Queen Juliana of the Netherlands—Elka Watch Co. built a notable history before its disappearance. In 1949, the company established a Swiss branch in La Chaux-de-Fonds, diversifying its output to include wristwatches, pocket watches, braille watches, chronographs, and even chess and signal clocks. The brand, along with its last heir, Ernst Louis Kiek, ceased operations in the mid-1970s. However, Elka Watch Co. was relaunched in 2022, bringing its storied name back to the horological world.



ELKA for:
Edouard Louis Kiek Amsterdam



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