

# Geckota



## Geckota ZD1 Diver's Watch

The ZD1 Diver's Watch - It's our deepest rated divers' watch (50 ATM/500 m) and is a true tool watch. Find out more below...



## The Geckota ZD1

**The Geckota ZD1 is currently the deepest-diving divers' watch (50 ATM/500 m) in the Geckota range.** Overseen by Geckota brand ambassador Morten Paulson, a ZD1 spent several days at 200 m in the North Sea on the arm of a remote operated vehicle (ROV) – well beyond most divers' practical limits and well within its rated limit.

The ZD1 is an affordable, classically styled and configured dive watch based on the proven Seiko VX43 quartz movement. In its latest version, the ZD1 features a 47 mm 316L stainless steel case, a large, clear dial, scratch resistant sapphire crystal, Superluminous dial, hands and bezel lume pip, a high-visibility orange minute hand and a screw-down crown with O-ring.

These characteristics make the Geckota ZD1 an affordable, practical watch that can handle demanding professional or everyday general purpose use in challenging environments.

## Background to Geckota

Geckota is a UK-based brand that designs, develops and markets high quality, affordable, watches, watch straps and accessories.

**Our philosophy is simple: we work with integrity to develop and supply high quality products that pay respectful homage to one or more historic watches at fair, affordable prices.**

Geckota Ltd, owner of the Geckota brand, was established in 2012 by company director Jon Quinn. The business grew from Jon's passion for collecting, wearing and working on watches and his desire to fill a perceived gap in the market with affordable, high-quality watch straps, bracelets and watches.

What started as a home micro-firm has grown into a successful business employing 12 people, supplying thousands of customers worldwide and working with international suppliers. Since starting to design and manufacture watches, Geckota has built a reputation as a creator of respectful homages to classic watches – always with a twist.

Jon's passion, and his team's, drives everything the brand develops, sells and does for its customers. Above all, Geckota only sells watches, straps and accessories that the team truly believes in and would be happy to wear themselves as watch enthusiasts.



## **Links**

<http://www.geckota.com>

## **Retailer Links**

<https://www.watchgecko.com/>

<https://www.facebook.com/watchgecko/>

<https://www.instagram.com/watchgecko/>

<https://www.youtube.com/c/watchgecko>

## **Brand Ambassadors**

<https://www.youtube.com/c/cgawccchannel>

[https://www.instagram.com/cg\\_awc\\_channel](https://www.instagram.com/cg_awc_channel)

<https://www.facebook.com/CGAWCChannel>

## Historical overview and context

The history of divers' watches is short compared to the history of diving, which goes back thousands of years. After false starts with early attempts to waterproof timepieces, the story of the modern diver's watch really began in the 1920s with the Rolex Oyster case. It gained momentum with Omega's Marine of 1932 and WW2's military demands – in the form of Officine Panerai watches worn by Italy's elite Gamma combat swimmers as well as other military divers' timepieces.

### 1950s diving watches

After WW2, as well as the impetus of wartime experience, post-war ordnance clearance and developments in underwater breathing equipment, a game changer was the open-circuit Aqua-Lung. This prototype for later self-contained underwater breathing equipment (SCUBA) was developed in 1942–3 by Jacques-Yves Cousteau and Emile Gagnan. With post-war prosperity, alongside the growing role of military diving, recreational diving took off, popularised by the likes of Cousteau, Hans and Lotte Haas, and Jeff Bridges in *Sea Hunt*. By the decade's end, the early references of now-iconic watches such as Blancpain's 50 Fathoms and the Rolex Submariner were established. They defined what is now the watch industry's mature dive-watch sector. By the 1970s and 1980s, the heyday of the distinctive divers' watches that inspired the Geckota ZD1's aesthetics and functions of the Geckota ZD1, they and numerous peers were widely accessible to amateur and professional users.

### Stylish reminders of diving's golden age

During the 1960s, recreational diving continued to increase in popularity alongside the growing role of commercial divers in offshore oil and gas and research projects such as Sealab. Not only were expensive divers' watches functional tools for underwater activity, but massive pay checks associated with the dangerous work made them accessible and gave exposure on divers' wrists. Add the wearing of dive watches in fiction, not least by the likes of James Bond, and the iconic place of dive watches in popular culture was established for ever.

Just as pilots' watches are no longer essential for flight, so widespread adoption of sophisticated dive computers has removed much of the requirement for dive watches as primary subsea timekeepers. Yet the popularity and appeal of 'divers' remains, even though many wearers rarely venture beyond a swimming pool or holiday beach.

As such, the enduring appeal of dive watches as diverse as Geckota's ZD1 or Richard Mille's Automatic Chronograph Diver remains. Arguably, this is primarily because they are stylish, practical, rugged, dust and water resistant everyday watches – and of course a way for wearers to identify with the culture and lore of diving.



## The Geckota ZD1 Pro Diver's watch in detail

The Geckota ZD1 Pro-Diver's watch captures the essence of the distinctive design language and features of classic dive watches from the 1970s and 1980s. This is combined with a proven Seiko quartz movement and the most important basic features that give these watches their characteristic wrist presence, ruggedness, clarity, water resistance and luminescence. The Geckota ZD1 is an affordable way into the world of serious divers' watches to access the features and performance that make them so popular (and practical) for general-purpose 'everyday wear'.

### Description

The specification of the Geckota ZD1 is as follows:

- Lug width: 22 mm lug
- Case diameter: 47 mm
- Case thickness: 12.4 mm
- Lug to lug length: 50 mm
  
- 43 mm unidirectional bezel with luminescent pip
- Scratch resistant sapphire crystal glass (AR coated)
- Seiko VX43 quartz movement
- Water resistant to 500m (50ATM)
- Superluminous luminescent paint on dial and hands
  
- High visibility orange minute hand
- Screw-down crown
- Day and Date window
- Signed and individually numbered screw-in case back
  
- Solid marine grade AISI 316L stainless steel case with brushed finish
- Screw-down crown with O-ring seal.
- Battery life: c. three years (SR920SW battery)

### Summary

The Geckota ZD1 has been positioned as an affordable, rugged, reliable dive watch in a classic style. While enjoying the reassurance that it can function reliably at extreme depths, most wearers will simply appreciate how it excels as a practical everyday watch with strong connections to aquatic activities.



## **FAQs**

### ***Where can I buy the Geckota ZD1?***

The Geckota ZD1 is exclusively available on the WatchGecko website.

<https://www.watchgecko.com/geckota-zd1-pro-diver-s-watch.php>

### ***What other watches do you offer?***

We offer many different watch designs inspired by classic pilot watches, divers' watches and racing chronographs. We work constantly on new products; you can see the full range here:

<http://www.geckota.com/watches>

### ***Do your watches come with a guarantee?***

Geckota watches come with a reassuring 12-month guarantee.

## **Media contact details**

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