

---

## MIRATEX™: A SUSTAINABLE AND CIRCULAR INNOVATION

---

With MiraTex™, IWC Schaffhausen is introducing innovative new watch straps made entirely with plants and minerals that do not contain any petrochemicals or plastic\*.

As part of its efforts to research and develop new materials, IWC Schaffhausen has continuously expanded its strap and bracelet portfolio to offer customers high-quality alternatives to animal leather.

The latest breakthrough to the market is the Swiss luxury watch manufacturer's MiraTex™ straps, which have been developed in close collaboration with Natural Fiber Welding (NFW), a bio-engineering and material innovation company from Peoria, Illinois. IWC's MiraTex™ straps are made with MIRUM®: a bio-based, low-carbon, completely plastic-free, and recyclable material.

IWC understands that luxury consumers increasingly expect brands to show their commitment to sustainability and expect products to be made responsibly and with minimal environmental impact. For this reason, many watch lovers are searching for alternatives to leather straps without compromising quality, durability, or wearing comfort.

### COMPLETELY FREE OF PETROCHEMICALS AND PLASTIC

MIRUM® is made entirely with plants and minerals and does not contain any petrochemicals or plastic. The main ingredients of the material are FSC-certified natural rubber, fillers such as cork powder, and different mineral colorants. The raw materials are dry-mixed, pressed, and mechanically shaped into MIRUM® sheets. These sheets form the foundation for IWC's MiraTex™ straps. A special curative with soybean oil reacts with the natural rubber and gives the material its durability and resistance.

### THE CHALLENGE OF ACHIEVING THE RIGHT PROPERTIES

One of the many challenges faced when developing IWC's MiraTex™ straps was selecting the right raw materials to achieve maximum durability and longevity. In addition, the process conditions needed to be fine-tuned and the surface texture and graining of the material adapted to ensure the straps have precisely the thickness and feel that customers expect. Moreover, different combinations of natural fillers had to be explored and optimised to ensure that MIRUM® could be split to the same thicknesses as leather.

### A VERY LOW CARBON FOOTPRINT

IWC's MiraTex™ straps are not only very durable but also highly sustainable. Since MIRUM® is made from natural materials instead of petroleum and requires no tanning, it has an extremely low carbon footprint. It is much less resource-intensive to produce than animal or synthetic leather.

Moreover, the manufacturing process requires no additional water. As a result, no wastewater is generated in the process. MIRUM® is also 100% recyclable and naturally circular. When a MiraTex™ strap has reached its end of life, its bio-based material can be recycled into new MIRUM® or returned to the earth without causing pollution.

\* "Plastic" in this text refers to polymers based on petrochemical materials or made of fossil-fuel-based chemicals.

MiraTex™ – a portmanteau of "miraculous textile."

## IWC SCHAFFHAUSEN

IWC Schaffhausen is a leading Swiss luxury watch manufacturer based in Schaffhausen in the north-eastern part of Switzerland. With collections like the Portugieser and the Pilot's Watches, the brand covers the whole spectrum from elegant to sports watches. Founded in 1868 by the American watchmaker and engineer Florentine Ariosto Jones, IWC is known for its unique engineering approach to watchmaking, combining the best of human craftsmanship and creativity with cutting-edge technology and processes.

Over its more than 150-year history, IWC has earned a reputation for creating professional instrument watches and functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered watch cases manufactured from advanced materials, such as coloured ceramics, Ceratanium®, and titanium aluminide.

A leader in sustainable luxury watchmaking, IWC sources materials responsibly and takes action to minimise its impact on the environment. Along the pillars of transparency, circularity, and responsibility, the brand crafts timepieces built to last for generations and continuously improves every element of how it manufactures, distributes, and services its products in the most responsible way. IWC also partners with organisations that work globally to support children and young people.

## DOWNLOADS

Images can be downloaded free of charge from [press.iwc.com](http://press.iwc.com)

## FURTHER INFORMATION

IWC Schaffhausen  
Public Relations department  
Email [press-iwc@iwc.com](mailto:press-iwc@iwc.com)  
Website [press.iwc.com](http://press.iwc.com)

## INTERNET AND SOCIAL MEDIA

Website [iwc.com](http://iwc.com)  
Facebook [facebook.com/IWCWatches](https://facebook.com/IWCWatches)  
YouTube [youtube.com/iwcwatches](https://youtube.com/iwcwatches)  
Twitter [twitter.com/iwc](https://twitter.com/iwc)  
LinkedIn [linkedin.com/company/iwc-schaffhausen](https://linkedin.com/company/iwc-schaffhausen)  
Instagram [instagram.com/iwcwatches](https://instagram.com/iwcwatches)  
Pinterest [pinterest.com/iwcwatches](https://pinterest.com/iwcwatches)