

Rubber straps

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LONGINES WATCHES



Exceptional properties

Moulding rubber straps offer excellent mechanical, aesthetic and chemical properties. Their high-end quality is a perfect match for the casual elegance that characterises Longines watches. The versatility of the manufacturing process also means that the straps can be made in an array of colours and surface finishes.

Flexibility and resistance

Genuine rubber is heat-treated with sulphur or other elements in a process known as vulcanisation, designed to increase the resistance of the rubber yet preserve its elasticity. It is different from natural rubber, which is made from latex collected from rubber trees and renowned for its cushioning properties, and from thermoplastic elastomer (TPE), which is halfway between vulcanized and plastic rubber.

Comfortable and long lasting

Genuine rubber is comfortable to wear and is both FDA- and BgVV- approved, meaning that it complies with the most stringent of standards governing biocompatibility and skin contact. Under normal conditions of use, rubber straps last for an average of 18 months. They can, however, age prematurely when exposed to the stresses of urban life or to excessive sunshine.