

SÖNER
Rectangular Automatic
Watch Collection



SONER Rectangular Automatic Watch Collection Instructions

[Home](#) » [SONER](#) » SONER Rectangular Automatic Watch Collection Instructions 

Contents

- [1 SONER Rectangular Automatic Watch Collection](#)
- [2 Product Information](#)
- [3 Product Usage Instructions](#)
- [4 Frequently Asked Questions \(FAQ\)](#)
- [5 ABOUT US](#)
- [6 OUR INSPIRATION](#)
- [7 FREDDIE PALMGREN](#)
- [8 OUR CORE VALUES](#)
- [9 OUR NAME](#)
- [10 ART DECO COLLECTION](#)
- [11 SPECIFICATIONS](#)
- [12 FACTS](#)
- [13 BEYOND ROUND WATCHES](#)
- [14 GET IN TOUCH](#)
- [15 Documents / Resources](#)
 - [15.1 References](#)
- [16 Related Posts](#)

SÖNER

SONER Rectangular Automatic Watch Collection



Product Information

Specifications:

- **Amorous (mechanical):**

- **Dimensions:** H: 1.57 in/40 mm, W: 1.1 in/28 mm, T: 0.41 in/10.5 mm
- **Movement:** Swiss Sellita cal. sw100A (25 jewels with 42h power reserve)
- **Glass:** Domed sapphire glass (5 layers of AR)
- **Case:** Surgical steel, 800HV extra hardened
- **Water Resistance:** 5 atm
- **Date:** 3 o'clock
- **Serial number:** Unique per piece
- **Strap:** 20mm, quick release leather strap or steel bracelet

- **Nostalgia (quartz):**

- **Dimensions:** H: 1.57 in/40 mm, W: 1.1 in/28 mm, T: 0.41 in/10.5 mm
- **Movement:** Swiss ETA cal. 901.001 (11 years battery)
- **Glass:** Domed sapphire glass (5 layers of AR)
- **Case:** Surgical steel, 800HV extra hardened
- **Water Resistance:** 5 atm
- **Serial number:** Unique per piece
- **Strap:** 20mm, quick-release leather strap or steel bracelet

- **Momentum (mechanical):**

- **Dimensions:** H: 1.7 in/45 mm, W: 1.38 in/35 mm, T: 0.43 in/11 mm
- **Movement:** Citizen Miyota cal. 9039 (24 jewels with 42h power reserve)
- **Glass:** Domed sapphire glass (5 layers of AR)
- **Lume:** Swiss C3 Super-LumiNova

- **Case:** Surgical steel (316L)
- **Water Resistance:** 10 atm
- **Strap:** 22mm, quick-release leather or mesh strap

Product Usage Instructions

Setting the Time:

To set the time on your watch, gently pull out the crown to the designated position and rotate it to adjust the hands to the desired time. Once you have set the time, push the crown back in.

Water Resistance:

Depending on its water resistance rating, ensure that your watch is suitable for water exposure. To prevent damage, avoid submerging the watch beyond its specified depth.

Cleaning and Maintenance:

To maintain the appearance of your watch, use a soft cloth to wipe the case and strap gently. Avoid exposing the watch to chemicals or extreme temperatures. Regular maintenance by a professional is recommended for optimal performance.

Frequently Asked Questions (FAQ)

• How often should I service my watch?

We recommend servicing your watch every 2-3 years to ensure its functionality and longevity.

• Can I swim with my watch on?

Depending on the water resistance rating of your watch, swimming may be possible. Refer to the specifications to determine the water resistance level.

ABOUT US

- Imagine the satisfaction as you glance at your wrist, knowing you're not just wearing any watch, but a beautiful statement of machinery that defies the norm.
- When you wear a Söner watch, you're not just keeping time in a stylish way- you're sparking curiosity and desire.
- Many of our customers find that strangers often stop to admire their unique timepieces. It's those moments of connection that will give you an extra boost of that 'feel-good vibe.'
- Here's the thing: we're the ONLY watch brand in the world dedicated to rectangular analog watches, and we will never design a round watch.

OUR INSPIRATION

Inspired by the past

- Freddie Palmgren founded Söner Watches with a vision to expand the Art Deco style into the watch industry.
- Originating in France during World War I, Art Deco celebrates modernism and elegance, characterized by geometric designs, rectangular shapes, and sophistication.
- A century later, its popularity endures, making Söner the perfect embodiment of this timeless style.

Designed for the future

Geometric designs, a hallmark of the Art Deco era. The major characteristics of the Art Deco style include:

- Heavy geometric influences
- Rectangular shapes
- Straight lines
- Vibrant colors
- Streamlined and sleek forms
- Stepped forms

FREDDIE PALMGREN

Founder & Ceo

- Freddie Palmgren, the visionary behind SÖNER Watches, set out on a mission to break away from the conformity of round watches.
- Motivated by the question, “Why do all watches look the same?” and fueled by a passion for innovation, Freddie’s journey began with the creation of a high-quality, distinctive timepiece, the Legacy.
- His dedication to the craft and pursuit of excellence culminated in the founding of SONER Watches in 2016.
- Freddie’s entrepreneurial spirit and love for Art Deco design are woven into every watch, making each piece a testament to his innovative approach and bold defiance of traditional norms.



OUR CORE VALUES

Disruptive

- We're on a mission to disrupt the watch industry because the world doesn't need another mass-produced round watch.
- In a world where round watches dominate, we serve the 2% who seek something different.

Perfection

- Swedish innovation and design meet Swiss watch heritage.
- We don't believe in mass production; each timepiece is crafted in small batches to exceed expectations and stand the test of time.
- Made by exceptional craftsmanship, your Söner watch is a lifelong companion to pass down through generations.

Trust

- Trust drives our commitment to customers. We earn your trust through exceptional quality, personalized service, and a care that extends beyond the purchase.
- No matter what, we're on your side.

OUR NAME

- "Soner," meaning "sons" in Swedish, symbolizes the deep bond between Freddie and his sons, William and Widar.
- The brand name is reflected in the intertwined S and W in the logo and the three dots representing Freddie and his sons.
- Söner embodies family heritage and the idea of a timepiece to be cherished and passed down through generations.

ART DECO COLLECTION

- **Amorous**

Our distinguished second line of automatic watches. Each timepiece is equipped with top- of-the-line Swiss automatic movement from Sellita, encased in an extra-hardened case for durability. The dynamic design is enhanced with a date window positioned at 3 o'clock.



- **Nostalgia**

In this collection, we've captured the essence of some of the world's most iconic cities right on your wrist. Powered by the best Swiss quartz movement with an exceptional 11-year battery life, the Nostalgia collection ensures precision. Its sapphire glass, paired with 5ATM water resistance, reflects our commitment to durability and functionality.



- **Momentum**

Our first automatic watch line, perfect for those seeking a sleek, stylish, and masculine rectangular automatic watch. This collection is powered by a high-end Japanese movement and comes with a water-resistant case, pressure-tested down to 100 meters.



- **Legacy**

Our first iconic watch line, is crafted for those who seek distinction. It features a masculine surgical steel case and is powered by a premium Japanese quartz movement. It is available in 19 different versions.



SPECIFICATIONS

- **Amorous (mechanical)**



- **Dimensions:** H: 1.57 in/40 mm, W: 1.1 in/ 28 mm, T: 0.41 in/10.5 mm
 - **Movement:** Swiss Sellita cal. sw100A (25 jewels with 42h pwr)
 - **Glass:** Domed sapphire glass (5 layer of AR)
 - **Case:** Surgical steel, 80OHV extra hardened
 - **Water Resistance:** 5 atm
 - **Date:** 3 o'clock
 - **Serial number:** Unique per piece
 - **Strap:** 20mm, quick-release leather strap or steel bracelet
- **Nostalgía (quartz)**



- **Dimensions:** H: 1.57 in/40 mm, W: 1.1 in/ 28 mm, T: 0.41 in/10.5 mm
- **Movement:** Swiss ETA cal. 901.001 (11 years battery)
- **Glass:** Domed sapphire glass (5 layer of AR)
- **Case:** Surgical steel, 80OHV extra hardened
- **Water Resistance:** 5 atm
- **Serial number:** Unique per piece
- **Strap:** 20mm, quick-release leather strap or steel bracelet

- **Momentum (mechanical)**



- **Dimensions:** H: 1.7 in/45 mm, W: 1.38 in/ 35 mm, T: 0.43 in/ 11 mm
- **Movement:** Citizen Miyota cal. 9039 (24 jewels with 42h pwr)
- **Glass:** Domed sapphire glass (5 layer of AR)
- **Lume:** Swiss C3 Super-LumiNova
- **Case:** Surgical steel (316L)
- **Water Resistance:** 10 atm
- **Strap:** 22mm, quick-release leather or mesh strap

- **Legacy (quartz)**



- **Dimensions:** H: 1.7 in/45 mm, W: 1.38 in/ 35 mm, T: 0.43 in/11 mm
- **Movement:** Citizen Miyota cal. 2035 (3 years battery)
- **Glass:** Domed sapphire glass (5 layer of AR)
- **Lume:** Swiss C3 Super-LumiNova
- **Case:** Surgical steel (316L)
- **Water Resistance:** 5 atm

- **Strap:** 22mm, quick release leather or mesh strap

FACTS

- **DISRUPTIVE**

2% of all watches on the market are square or rectangular. We are the only brand dedicated to rectangular analog watches.

- **PERFECTION**

0.6% of our watches are returned, and most of those are due to sizing issues. This highlights our commitment to quality and perfection.

- **TRUST**

98.6% of our customer reviews are 5 stars, reflecting our personalized service and care that extends beyond the purchase.

- **COUNTRIES**

We have customers in 24% of the world's countries, spanning 45 nations. This global presence highlights our timepieces' broad appeal.

BEYOND ROUND WATCHES

- In the world of watchmaking, where the classic often overshadows the new, there shines a light of originality-a nod to those unafraid to question the status quo. It all started with one seemingly simple question: Why do all watches look the same? This thought sparked a journey of innovation, driven by the desire to break norms and set new standards.
- Explore the rich history and current trends of rectangular watches, featuring renowned brands, iconic models, and the modern landscape of this distinctive design.
- In addition, this book provides an in-depth look into the fascinating origins of timekeeping and the development of the wristwatch offering readers a comprehensive understanding of horological evolution.

GET IN TOUCH

- **INSTAGRAM** sonerwatches
- **FACEBOOK** /sonerwatches
- **TIKTOK** @beyondroundwatches
- **WEBSITE** sonerwatches.com
- **E-MAIL** info@sonerwatches.com

Documents / Resources



[SONER Rectangular Automatic Watch Collection](#) [pdf] Instructions
Rectangular Automatic Watch Collection, Automatic Watch Collection, Watch Collection, Collection

References

- [User Manual](#)

[Manuals+](#), [Privacy Policy](#)

This website is an independent publication and is neither affiliated with nor endorsed by any of the trademark owners. The "Bluetooth®" word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. The "Wi-Fi®" word mark and logos are registered trademarks owned by the Wi-Fi Alliance. Any use of these marks on this website does not imply any affiliation with or endorsement.