

Luminox and FORCE BLUE Launch Pacific Diver Watch Built for a New Mission

NEW YORK, NY, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- [New York, August 6, 2026] – Swiss watchmaker [Luminox](#) has launched the [FORCE BLUE](#) Official Watch, a new Pacific Diver created in collaboration with FORCE BLUE, the nonprofit organization that redeploys former Special Operations veterans and military-trained combat divers to work alongside scientists and conservation professionals on marine conservation missions.

Developed with direct input from FORCE BLUE's retired Navy SEALs and Special Operations divers, the 44 mm dive watch draws on their experience in demanding underwater environments. The result is a professional dive watch shaped around the practical requirements of those who have taken skills developed through military service and put them to work protecting marine ecosystems.

Founded in 2016, FORCE BLUE was created to address two very different challenges: the decline of marine resources and the difficulties military service members face when transitioning to civilian life. The organization brings the two together by recruiting former Special Operations veterans and military-trained combat divers to work alongside scientists and conservation professionals on marine conservation missions.

That operational experience played a direct role in the development of the watch. Built around a corrosion-resistant 44 mm 316L stainless-steel case, the watch is water resistant to 200 meters and features a screw-down crown, screw-in case back, sapphire crystal with anti-reflective coating and a lightweight CARBONOX™ unidirectional rotating bezel.



FORCE BLUE Pacific Diver Watch

Feedback from FORCE BLUE divers also influenced some of its most practical details. An expandable blue NBR rubber strap with an additional extender allows the watch to be worn over a wetsuit, while blue and yellow Luminex Light Technology provides the most optimal visibility in low to no-light conditions for up to 25 years.

The partnership is also reflected in the watch's design. FORCE BLUE's signature rope motif appears on the dial in Super-LumiNova, accompanied by gold accents inspired by the organization's emblem, while the FORCE BLUE logo is engraved on the stainless-steel case back.

Luminex Light Technology



FORCE BLUE founder Jim Ritterhoff described the thinking behind the partnership at the watch's recent launch: "Our brands are built from the same DNA. Performance means nothing if you don't perform. Our mission is to get veterans together to go out and perform marine conservation and help the planet. And the FORCE BLUE Pacific Diver watch allows us to do just that."

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*Jim Ritterhoff, Co-Founder of
FORCE BLUE*

He added: "We couldn't be more grateful to Luminex for giving us the opportunity to showcase what we do, but also believe in us and want to create a watch that encapsulates what FORCE BLUE is all about."

The FORCE BLUE Pacific Diver represents the latest step in a relationship built around a shared connection to demanding environments and a belief that specialist skills can continue to serve a purpose long after military service ends. Through its ongoing support of FORCE BLUE, Luminex is helping former Special Operations divers apply

their experience to a new mission: protecting the marine environments in which they now operate.

More about FORCE BLUE:

Founded in 2016, FORCE BLUE was created to address two seemingly unrelated challenges: the

rapid decline of our marine resources and the difficulties many military service members face when transitioning to civilian life after their service. FORCE BLUE is the world's only nonprofit organization that recruits and deploys former Special Operations veterans and military-trained combat divers to work alongside scientists and conservation professionals on marine conservation missions.

About Luminox

Luminox, the original self-powered luminous watch brand, is the watch of choice for the U.S. Navy SEALs, global outdoor adventure icon Bear Grylls, The Icelandic Association for Search and Rescue (ICE-SAR), Lockheed Martin's F-117 Nighthawk™ stealth jet fighter pilots, elite forces worldwide and professional divers. The Luminox Light Technology (LLT) illumination system i.e., the tiny glass tubes that illuminate the dial and hands, ensure at-a-glance visibility of the time – in fact, they provide a constant glow 24/7, for up to 25 years under any light conditions, with visibility depending on the individual's eye vision and the color of the tubes. This is why we are calling this terrific feature "Always Visible – Glowing for up to 25 years". Always Visible, tough, powerful and accurate, Swiss-Made Luminox is the ultimate night vision gear for rugged outdoorsmen and other peak performers.

Maria Valenzuela
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