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Trade fair announcement: The right watch for these times



With the red 12

Better times for many: 50 years of Doctors Without Borders, during the current pandemic, is the reason for a new worldwide special edition watch from NOMOS Glashütte.

GLASHÜTTE, APRIL 7 2021. The red 12 has long been a mark of distinction for very special watches. For watches that help those who help, for better times for many. In this pandemic year, on the 50th anniversary of Doctors Without Borders, people around the world need help more than ever. For this reason, Doctors Without Borders and NOMOS Glashütte have embarked on a new and especially large project: In 2021 there are 2,021 watches in support of emergency aid—that's 2,021 more watches bearing the red 12. Now for the first time, NOMOS watches for Doctors Without Borders are available for sale worldwide. For the first time, this version of Tangente is paired with a dark gray textile strap from NOMOS Glashütte. And another first: The small inscription beneath six o'clock on Tangente 38 that reads "50 ans de Médecins Sans Frontières". The organization was founded in Paris, 1971, as Médecins Sans Frontières. It has since grown into a global network that leads and funds emergency aid projects around the world. "There is no doubt: These watches help save lives," states Christian Katzer, General Director of the German section of Doctors Without Borders. "This year's pandemic has made our operations, logistics, and travels more difficult and expensive. The funds we receive from the sales of these watches are needed now more urgently than ever." Each Tangente 38 – 50 ans Médecins Sans Frontières is powered by NOMOS in-house caliber Alpha with manual winding—the most-produced caliber from NOMOS Glashütte, adjusted according to chronometer standards for this model. The dial of this watch is white silver-plated, the hands are oxidized black. The stainless steel case back features a limited-edition engraving.

The cooperation between Doctors Without Borders and NOMOS Glashütte is entering its 10th year. To date, over 10,000 watches have been built in support of emergency aid—various models, all recognizable by the red 12. The new Tangente 38 – 50 ans Médecins Sans Frontières is available at retailers from the end of April. The EUR price matches that of the original Tangente 38 model: 1,620 euros. 100 euros from the sale of each watch—half donated by NOMOS Glashütte, half by the retailer—goes, in full, directly towards providing emergency aid.

We have more information for you, [here](#), such as pricing in further currencies. And if you have any questions, require more images, or would like an interview: Get in touch, we're always happy to hear from you.

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Medieninhalte



The right watch for these times—because it helps save lives: Tangente 38 – 50 ans Médecins Sans Frontières from NOMOS Glashütte marks 50 years of Doctors Without Borders during the current global pandemic.



The red 12 has long been a mark of distinction for very special watches. For NOMOS watches that help those who help, for better times for many. Tangente 38 – 50 ans Médecins Sans Frontières is the newest watch to help save lives.



Inside: NOMOS in-house caliber Alpha—the most-produced caliber from NOMOS Glashütte, adjusted according to chronometer standards for this model. The limited-edition engraving on the back makes the watch even more attractive.



2021, the second year of the pandemic, is the reason NOMOS Glashütte is making 2,021 watches in support of emergency aid—2,021 more watches bearing the red 12. It is also the 50th anniversary year of the Nobel-Prizewinning aid organization Doctors Without Borders.



50 ans Médecins Sans Frontières: The small inscription beneath six o'clock references the founding of Doctors Without Borders in Paris in 1971. NOMOS Glashütte has produced over 10,000 watches in various models in support of emergency aid.



Christian Katzer, General Director of the German section of Doctors Without Borders: "This year's pandemic has made our operations, logistics, and travels more difficult and expensive. The funds we receive from the sales of these watches are needed now more urgently than ever."
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Doctors Without Borders during the pandemic: Dr. Nisha Mohan explains hygiene rules to colleagues in India. A limited-edition NOMOS model for Doctors Without Borders is available worldwide for the first time, since this year marks the 50th anniversary of the emergency medical aid organization—and need around the globe is high. The name of the new model: Tangente 38 – 50 ans Médecins Sans Frontières. Copyright Garvit Nangia/MSF

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