



WHY OUR TOUGHEST WATCH STRAP MIGHT ALSO BE OUR MOST COMFORTABLE

AMERICAN RUBBER

We started with a nitrile rubber base, the standard for high end watch straps. From there, we developed a custom formula with Stern Rubber Company in Staples, MN—where the rubber is hand mixed and molded—to achieve a refined look and feel.

WATERPROOF AND DURABLE

Our straps are not only waterproof, but also resistant to oil, sweat, chemicals, heat, and cold. They have a high tensile strength yet great flexibility, giving the strap a solid yet supple feel, and exceptional tear resistance.

COMFORT AND LONGEVITY

Much of the R&D put into the strap focused on wearability and comfort that will improve over time by conforming to the wearer's wrist, much like a leather strap. The consumer can expect the same or more longevity found in high quality leather straps.

QUALITY

The quality of the strap is rooted in its industrial manufacturing origins. Stern Rubber Company made its name producing industrial strength rubber goods, built to withstand the harshest of environments. Stern's expertise paired with Shinola's standards of refinement resulted in premium rubber straps that are built to last.