

HOW TO CARE FOR A ROLEX

A Guide to Maintaining Your Investment



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Owning and wearing a Rolex is a luxury that not many people get to experience. Whether you buy a new Rolex or a pre-owned one, it is imperative that you take the care of your investment to ensure its' proper function and appeal for many years. No matter if you own or are planning to own a newer Rolex model or a classic/vintage one, here are some valuable tips that will help keep your timepiece running smoothly.

Wear Your Rolex Often

This may or may not seem like a no brainer, but regular wear and use of your Rolex will keep the watch by maintaining the viscosity of the lubricants in the movement. If the time piece is not used on a regular basis, these lubricants can harden up, causing friction within the movement.

Eventually, this longstanding friction will eventually damage the functionality of the movement in the timepiece. If you do not plan on wearing your Rolex regularly, make sure at least to wind it once a week.

Winding keeps the inner parts moving around which prevents the aforementioned movement friction. Don't be afraid to over-wind your timepiece, Rolex watches are designed to make them impossible to overwind.

Clean Your Rolex Often

Like any other work of intricate artistry and technology, a Rolex requires occasional cleaning and upkeep. There are many places on the watch where dirt, body oils, and other greasy particles accumulate; such as between the links on the bracelet, the area joining the case and the bezel, and around the Cyclops lens. With repeated use and the gathering of dirt particles, your watch will require a thorough cleaning as described below.

Before You Start Cleaning:

Ensure that the winding crown is tightly screwed onto the case. Wash your hands thoroughly with soap or hand wash. Use lukewarm water to rinse off your



watch. Fill a bowl with lukewarm water and ammonia-free mild soap. Apply this soapy water all over your watch using your hands. Now, gently scrub the watch to clean it of all dirt particles. Your old toothbrush can be used as an ideal scrub for this purpose.

During scrubbing, submerge the watch and the toothbrush into the soapy water at short intervals. Once you are confident that the Rolex has been cleaned, rinse the watch with lukewarm water. Using a clean and soft cotton cloth, gently pat the watch until dried.

Since your cloth may not reach the links on the bracelet, you can use a blower or hair dryer to remove the excess water from the inner surface of the links. To complete the process, you may use a clean dry cloth to remove any remaining moisture

When using the polishing cloth on the surface of your bracelet, there are several things you should keep in mind:

Removing Scratches from the Bracelet of Your Rolex Watch:

Make sure you use the cloth only on the polished surface of your bracelet. If you use it on the non-polished surface, it will damage the brushed finish. One way to avoid polishing the brushed surfaces is to use a Q-Tip, wrapping the polishing cloth around its head and carefully restricting the buffing movement to the targeted areas. Do not exert too much pressure while polishing; only a moderate amount of pressure is needed. Avoid using circular or cross strokes.

Instead, try to follow the flow of the metal. In other words, go with the grain of the surface (not against the grain). One minute of polishing usually is enough to remove the fine scratches that appear like hairlines. You may need to devote more time, however, if the scratches are deeper or more prominent

Finally, avoid polishing surfaces that have no scratches. You will end up removing a fine layer of metal from the surface by way of polishing because the surface has not suffered any indentation in the form of a scratch. In these areas, less is more.

Winding Your Rolex

Rolex watches (except Oysterquartz) have perpetual movement which means they are self-winding. On average, Rolex watches have a power reserve of 48 hours. If not wound after 48 hours, your Rolex will stop running and appear "dead." In this situation, you can manually wind your watch.

Simply unscrew the crown to position 2 and wind it about 30 to 40 times; once you have done this, simply screw the crown back down and continue to use your watch as normal.

A few points to consider while winding your watch...

Winding your Rolex while wearing it on your wrist should be avoided. If found "dead" or in a non-functioning mode, do not shake your watch. Even after you have wound it, do not shake the watch if it does not start working.

Simply rotate your wrist gently, which will allow the watch to rotate as well and may give the rotor inside the kick it needs. If the watch still does not start, rather than shaking and possibly damaging your Rolex, simply put the watch aside and allow it to start on its own.

Don't worry about over-winding your watch as every Rolex has a built-in protection mechanism which prevents the movement from being over-wound.

Waterproofness of a Rolex

Rolex watches come with a tested and guaranteed depth rating of 330 feet. This waterproofing means that not only can you take a shower while wearing your watch, but you can also swim with it.

Deep water diving, however, should be avoided while wearing most Rolex watches. For such demanding aquatic situations, Rolex has created the Submariner and the Sea-Dweller models.

While diving with these models, make sure the winding crown is tightly screwed down onto the case, as otherwise there is a chance the case may flood with water, ultimately damaging your watch.

To be safe, we suggest the watch not be worn while swimming or even showering, although a slight amount of water contact such as may occur while

washing your hands is manageable. By treating your Rolex with the respect and care it deserves, you will continue to enjoy your Rolex watch for decades to come.

A recap of tips outlined in this guide:

To sum up, the most important things to keep in mind to ensure your timepiece lasts for many years and decades to come are the following:

- **Never shake the timepiece.** Although a Rolex is designed with the finest quality materials and can withstand above normal wear and use, it's not indestructible and therefore should not be shaken or subjected to any abnormal stress.
- **Wear it regularly,** as wearing the timepiece keeps it in proper working order. As mentioned, not wearing your Rolex for extended periods can cause the inner parts to build up friction, and this friction damages the functionality of the movement.
- **Do not wind a Rolex while wearing it.** Winding should only be done while the watch is not being worn.
- **Make sure the crown is properly set before immersing/submerging in water.** Although a Rolex is designed to be waterproof, water can still penetrate the inside of the watch and movement if the crown is even slightly pushed out.
- **A Rolex does not need much maintenance to provide years of perfect timekeeping.** Cleaning, setting, and winding are all you need to do on a regular or semi-regular basis to keep your investment running like-new for years and decades to come.

About the Author:

Dan Aventolli is an avid watch collector and senior watchmaker at Premium Quality Watches. Over the past few years, his information has been featured in multiple horological publications across the world. In his spare time, he enjoys swimming, reading, golfing, cooking and traveling.

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