



In 2008, an idea that had been seeded some 10 years prior, by the founders of Caseback International / Backbone – father and son Kevin and Nathan Graetz – came to fruition.

The idea was to build a classically styled, durable automatic watch for use by men in the mining, construction and agricultural industries.

Taking cues from the past, the Original Automatic watch featured a stainless case, 4 strap options including an 'old school' leather strap with clip on cover, 200m water resistancy, an automatic movement, screw crowns and screw pins for the strap attachment and an identifiably Backbone signature of an orange crystal case back.

By mid 2009 the company went into hiatus after a hiccup with a silent investor and was relaunched in 2011.

Since that time other watch styles and accessories have also been brought on-line to provide more affordable alternatives to those in the trade and construction industries and/or those looking for a functional yet tough watch for leisure activities including fishing and boating. Yet our heart lies with our Original Automatic, its unique styling and the durability it provides to the wearer.

We look forward to the journey ahead and providing customers worldwide with a watch that stands the test of time.

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