

This piece was for Copify. It was 200 words to be included in an established blog.

The finished copy

#296963 Blog [Rolex Kermit & Hulk, 200 words] - 200 words

Rolex's Evolution

The 2003 release of the Rolex Submariner 16610LV (Kermit) celebrated 50 years of the Rolex Submariner watch.

It was the same as the 16610 (black-bezelled Rolex Submariner) that had been around for years, and was a classic, but for its green bezel, hence the name 'Kermit'.

It gave the Submariner a fresh look. Green, being synonymous with Rolex since the mid 20th Century, had become the Rolex colour. Initially, people weren't sure but soon came around to the idea, seeing the historical connection between the company and the colour.

In between 2003 and 2010 there were tiny changes and additions, like changes in the font for the number 4, prompting a slight rename for those particular watches (Kermit "Flat 4") and in 2007 Rolex added an engraving to the rehaut reading "RolexRolexRolexRolex".

Then, in 2010 'The Kermit' was discontinued and out of its ashes evolved 'The Hulk'.

Living up to its name, 'The Hulk' was greener - with the colour more prominent and featuring on the bezel and the dial. The material used was Cerachrom (ceramic), making it more scratch and corrosion resistant and the case was given a makeover with wider lugs and crown guards, giving 'The Hulk' a more substantial and distinctive look.

Original brief

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We would like a blog on the subject of "Rolex Kermit & Hulk".

This is to be a generic blog post, please do not mention any specific brands in the piece.

-- notes --

This content will be added into an existing blog. Please write about the transition from Kermit 16610LV anniversary model to the Rolex Hulk models.