



 **MAXUM**

SUMMER 18  
DEALER CATALOGUE  
AUSTRALIA / NEW ZEALAND



Launched in 1999, MAXUM is designed in Australia, for Australian conditions. Offering quality 100m water resistant watches and combining form, function & fashion, MAXUM is engineered to embrace the Australian beach culture & surf lifestyle.



# INDEX

## GENTS

Gents Digital	6
Gents Ana-Digital	8

## UNISEX

Unisex Digital	12
Unisex Ana-Digital	16

## LADIES

Ladies Digital	18
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## ADDITIONAL INFORMATION

Social Media	24
Events & Sponsorship / Online EDM	25
In-store & Online Visuals	26
Point of Sale Visuals	27
Point of Sale	38
Merchandising Guidelines	30
Warranty & Service Information	31
Water Resistance Guide	32



RANGE OVERVIEW

Designed in Australia for Australian conditions, MAXUM offers quality watches engineered to embrace the Australian beach culture & surf lifestyle. Offering an unparalleled 2 year replacement warranty, MAXUM combines function, form and fashion; 100m water resistency on all products making it perfect for the water sports enthusiast.

MAXUM - Goes Everywhere You Do!

VALUE PROPOSITION

- 2 Year Replacement Warranty
- 100m Water Resistant
- Starting from \$79

#MAXUMWATCHES



@MAXUMWATCHES



@MAXUMWATCHESAUSTRALIA

DIGITAL  
\$79 RRP



- Chronograph
- Alarm
- Backlight
- Scratch Resistant Lens
- 12/24 Hour Time Format
- Countdown Timer

\* Features vary by model

ANA-DIGITAL  
\$99-\$119 RRP

- Digital & Analogue Function
- Chronograph
- Alarm
- Backlight
- Scratch Resistant Lens
- 12/24 Hour Time Format
- Countdown Timer





# GENTS DIGITAL

## KEY FEATURES

-  2 Year Replacement Warranty
-  100m Water Resistant
-  Chronograph
-  Backlight
-  Alarm
-  Scratch Resistant Lens
-  12/24 Hour Format

\$79



54 mm

AD  
STYLE



54 mm

NEW

**GROUND ZERO**  
\$79

X1834G2

BLACK CASE w. RED HIGHLIGHTS  
POSITIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



NEW

**GROUND ZERO**  
\$79

X1834G1

BLACK CASE /  
NEGATIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



51 mm

NEW

**SMASH**  
\$79

X1835G1

BLACK CASE /  
NEGATIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



AVAILABLE FROM OCTOBER



43 mm

**ULTRA**  
\$79

X1803G2

BLACK CASE / ROSE BEZEL  
POSITIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



51 mm

NEW

**SMASH**  
\$79

X1835G2

WHITE CASE /  
POSITIVE DIAL /WHITE  
POLYURETHANE STRAP /  
100M WATER RESISTANT



AVAILABLE FROM OCTOBER



43 mm

AD  
STYLE

**ULTRA**  
\$79

X1803G1









BLUE CASE / SILVER BEZEL  
POSITIVE DIAL /BLUE  
POLYURETHANE STRAP /  
100M WATER RESISTANT





# GENTS ANA-DIGITAL

## KEY FEATURES

-  2 Year Replacement Warranty
-  100m Water Resistant
-  Chronograph
-  Backlight
-  Countdown Timer
-  Alarm
-  Scratch Resistant Lens
-  12/24 Hour Format

\$99 - \$119



50mm

**100 PERCENT**  
\$99  
X1830G1

BLACK CASE w. BLUE HIGHLIGHTS  
POSITIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



AVAILABLE FROM OCTOBER

**100 PERCENT**  
\$99  
X1830G2

GREY CASE w. ORANGE HIGHLIGHTS  
POSITIVE DIAL /GREY  
POLYURETHANE STRAP /  
100M WATER RESISTANT



AVAILABLE FROM OCTOBER



51mm

**RIP**  
\$99  
X1801G2

BLACK CASE /  
NEGATIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



51mm

**RIP**  
\$99  
X1801G1

BLACK CASE /  
NEGATIVE DIAL / BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



54mm

**DARKNESS**  
\$99  
X1819G1

BLACK CASE /  
POSITIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



54mm

**DARKNESS**  
\$99  
X1819G2

BLACK CASE /  
NEGATIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT







48mm

## MINI BULK

\$99

X1721G1

STAINLESS STEEL CASE /  
NEGATIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



54mm

## BULK

\$99

X1720G1

STAINLESS STEEL CASE /  
POSITIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



54mm

## BULK

\$119

X1820G1

STAINLESS STEEL CASE /  
NEGATIVE DIAL /STAINLESS  
STEEL STRAP /  
100M WATER RESISTANT



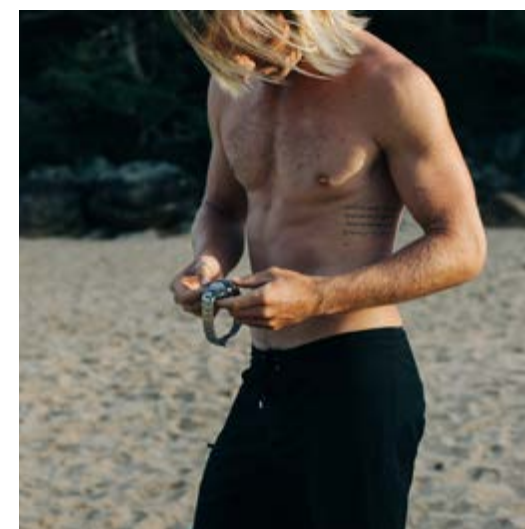
54mm

## BULK

\$119

X1720G2

STAINLESS STEEL CASE /  
POSITIVE DIAL /STAINLESS  
STEEL STRAP /  
100M WATER RESISTANT



50mm

## SPECTRE

\$99

X1855G1




GREY CASE / ORANGE  
POSITIVE DIAL /GREY  
POLYURETHANE STRAP /  
100M WATER RESISTANT





# UNISEX DIGITAL

## KEY FEATURES

-  2 Year Replacement Warranty
-  100m Water Resistant
-  Chronograph
-  Backlight
-  Alarm
-  Scratch Resistant Lens
-  12/24 Hour Format

\$79



NEW

SWING

\$79

X1814L4

GREEN CAMO CASE / SILVER  
BEZEL / POSITIVE DIAL / GREEN  
CAMO POLYURETHANE STRAP /  
100M WATER RESISTANT



35  
mm



35  
mm

SWING

\$79

X1814L3

BLACK CASE /  
POSITIVE DIAL / GREY CAMO  
POLYURETHANE STRAP /  
100M WATER RESISTANT



39  
mm



26  
mm

NEW

NIPPER

\$79

X1808L1

BLACK CASE w RED HIGHLIGHTS  
POSITIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



35  
mm

SWING

\$79

X1714L5

BLUE CASE / BLACK BEZEL  
POSITIVE DIAL /BLUE  
POLYURETHANE STRAP /  
100M WATER RESISTANT



35  
mm

SWING

\$79

X1714L1

BLACK CASE /  
POSITIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



35  
mm

SWING

\$79

X9101L2

SILVER CASE / BLUE BEZEL  
POSITIVE DIAL /BLUE  
POLYURETHANE STRAP /  
100M WATER RESISTANT





NEW



36 mm

## MINI SQUAD

\$79

X1833G1

BLACK CASE / SILVER BEZEL  
POSITIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



41 mm

## BUTTON

\$79

X1676L1

BLACK CASE / BLUE BEZEL  
POSITIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



40 mm

## SHOCKWAVE

\$79

X1001L4

BLACK CASE / SILVER BEZEL  
POSITIVE DIAL / BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



44 mm

## SURFARI

\$79

X1706L1

BLACK CASE / RED BEZEL  
POSITIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



40 mm

## MALIBU

\$79

X1679L1

BLACK CASE / GREY BEZEL  
POSITIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



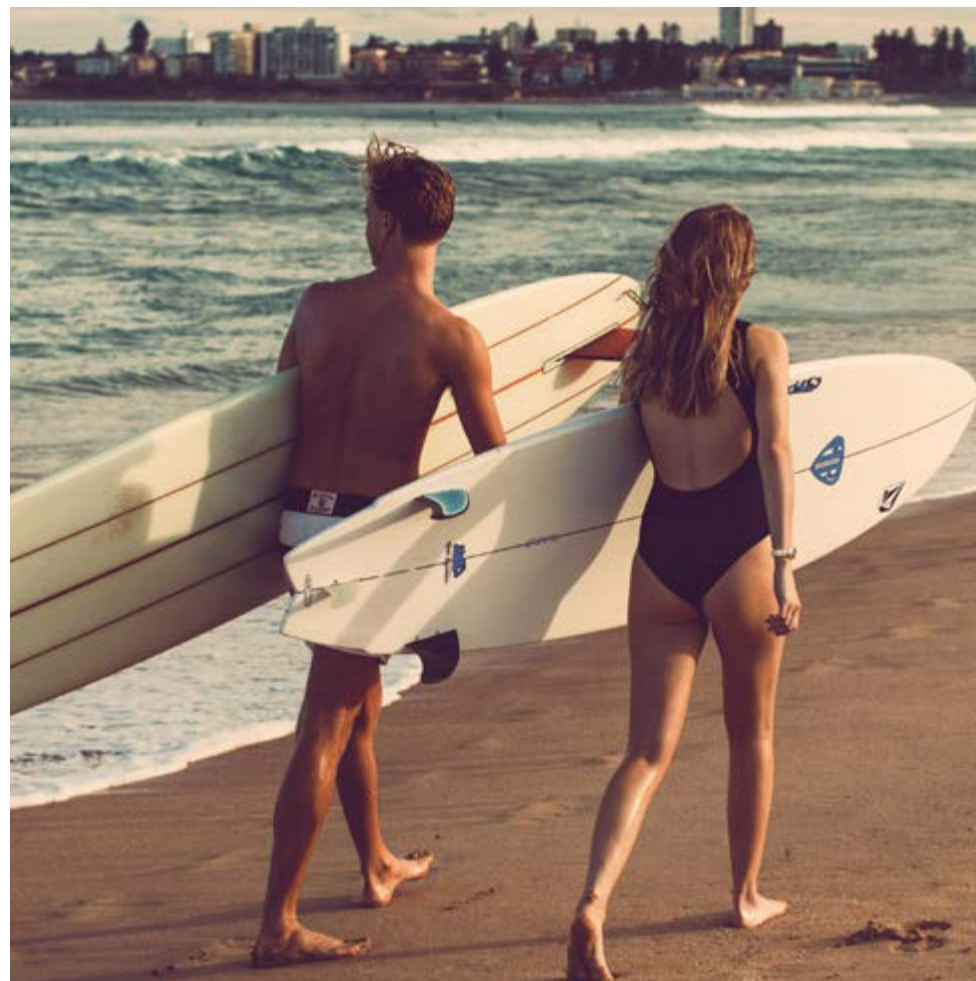
35 mm

## POCKET

\$79

X1866L1

RED CASE / GREY BEZEL  
POSITIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT





# UNISEX ANA-DIGITAL

## KEY FEATURES

-  2 Year Replacement Warranty
-  100m Water Resistant
-  Chronograph
-  Backlight
-  Alarm
-  12/24 Hour Format

\$99



**SNAPPER**

**\$99**

X1825L1

BLACK CASE / ROSE GOLD  
BEZEL POSITIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



42  
mm



42  
mm

**SNAPPER**

**\$99**

X1825L2

BLACK CASE /  
POSITIVE DIAL /BLACK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



42  
mm

**SNAPPER**

**\$99**

X1025L1

BLUE CASE / SILVER BEZEL  
POSITIVE DIAL /BLUE  
POLYURETHANE STRAP /  
100M WATER RESISTANT







# LADIES DIGITAL

## KEY FEATURES

-  2 Year Replacement Warranty
-  100m Water Resistant
-  Chronograph
-  Backlight
-  Alarm
-  12/24 Hour Format

**\$79**



AD  
STYLE

NEW

**SHOCKWAVE**

**\$79**

X1806L4

GREEN JELLY CASE /  
POSITIVE DIAL / GREEN  
POLYURETHANE STRAP /  
100M WATER RESISTANT



40  
mm



40  
mm

**SHOCKWAVE**

**\$79**

X1806L2

BLUE JELLY CASE /  
POSITIVE DIAL / BLUE  
POLYURETHANE STRAP /  
100M WATER RESISTANT



40  
mm

**SHOCKWAVE**

**\$79**

X1806L3

CLEAR JELLY CASE /  
POSITIVE DIAL / CLEAR  
POLYURETHANE STRAP /  
100M WATER RESISTANT



40  
mm

**SHOCKWAVE**

**\$79**

X1806L1

PINK JELLY CASE /  
POSITIVE DIAL / PINK  
POLYURETHANE STRAP /  
100M WATER RESISTANT







41 mm

NEW

## HIBISCUS

\$79

X1874L1

BLACK CASE / ROSE GOLD BEZEL / POSITIVE DIAL / BLACK POLYURETHANE STRAP / 100M WATER RESISTANT



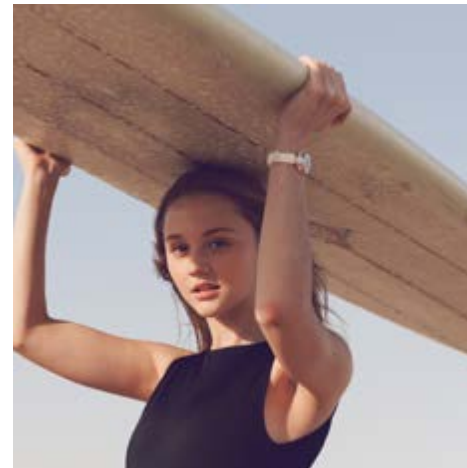
41 mm

## HIBISCUS

\$79

X1674L1

WHITE CASE / ROSE GOLD BEZEL / POSITIVE DIAL / WHITE POLYURETHANE STRAP / 100M WATER RESISTANT



35 mm

## AVOCA

\$79

X1411L2

WHITE CASE / ROSE GOLD BEZEL POSITIVE DIAL / WHITE POLYURETHANE STRAP / 100M WATER RESISTANT



35 mm

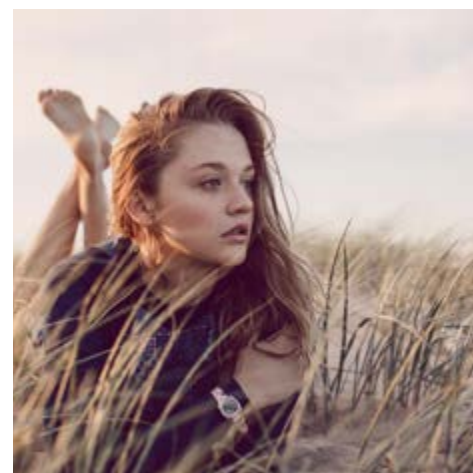
NEW

## AVOCA

\$79

X1811L1

BLACK CASE / ROSE GOLD BEZEL POSITIVE DIAL / BLACK POLYURETHANE STRAP / 100M WATER RESISTANT







26 mm

NEW

## MINIMAX

\$79

X1807L3

BLUE CASE / SILVER BEZEL  
POSITIVE DIAL / BLUE  
POLYURETHANE STRAP /  
100M WATER RESISTANT



9 320494 145546



26 mm

NEW

## MINIMAX

\$79

X1807L4

PINK CASE / SILVER BEZEL  
POSITIVE DIAL / PINK  
POLYURETHANE STRAP /  
100M WATER RESISTANT



9 320494 145713



26 mm

AD  
STYLE

## MINIMAX

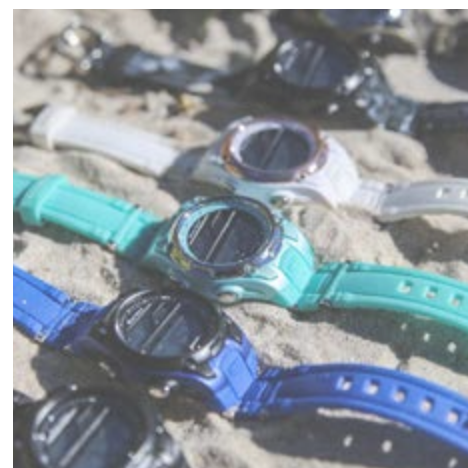
\$79

X1807L2

WHITE CASE / ROSE GOLD BEZEL  
POSITIVE DIAL / WHITE  
POLYURETHANE STRAP /  
100M WATER RESISTANT



9 320494 145522



35 mm

## CORAL

\$79

X1805L1

SILVER CASE /  
PURPLE TINTED POSITIVE DIAL /  
PURPLE POLYURETHANE STRAP /  
100M WATER RESISTANT



9 320494 145478



35 mm

## CORAL

\$79

X1805L2

SILVER CASE /  
TURQUOISE TINTED POSITIVE DIAL /  
GREEN POLYURETHANE STRAP /  
100M WATER RESISTANT



9 320494 145485



35 mm

## SWING

\$79

X1714L3

TURQUOISE CASE /  
SILVER BEZEL / POSITIVE DIAL /  
TURQUOISE POLYURETHANE STRAP /  
100M WATER RESISTANT



9 320494 145034



35 mm

## SWING

\$79

X1714L2

WHITE CASE / ROSE GOLD  
BEZEL / POSITIVE DIAL / WHITE  
POLYURETHANE STRAP /  
100M WATER RESISTANT

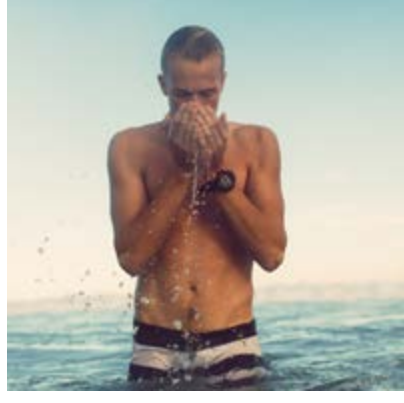


9 320494 145072



# SOCIAL MEDIA

MAXUM have a vast array of social media assets available upon request.  
Call our brand team on (+61 2) 8543 4600 or email [marketing@designa.com.au](mailto:marketing@designa.com.au) to discuss.



 @maxumwatches  MaxumWatchesAustralia

#MAXUMWATCHES

# EVENTS & SPONSORSHIP



MAXUM have teamed up with Bondi Boardriders, connecting Maxum with the local community and surfing at grass roots level. The Bondi Board Riders Club is what Australian sport is all about; mateship, team spirit and excitement.

MAXUM is excited to be involved in surfing events that promote surfing as a healthy and enjoyable sport for amateurs, as well as professionals.



# ONLINE EDM



MAXUM SUMMER STYLES HAVE LANDED.  
ALL MAXUM WATCHES ARE 100M WATER RESISTANT  
& A 2 YEAR REPLACEMENT WARRANTY.



SHOP IN-STORE OR ONLINE NOW!



For personalised EDM requests to send to your store's database, please contact the Designa Brand team on +61 2 8543 4600 or email [marketing@designa.com.au](mailto:marketing@designa.com.au) to discuss.



# IN-STORE VISUALS

MAXUM can print custom posters for your display, please contact your merchandiser to order or email [marketing@designa.com.au](mailto:marketing@designa.com.au) to discuss.

## POSTERS



# POINT OF SALE VISUALS

WINDOW BACKBOARD



LADIES PHOTO HOLDER - DOUBLE SIDED



GENTS PHOTO HOLDER - DOUBLE SIDED



MEDIUM BACKBOARD



## TRICARD

2 YEAR  
REPLACEMENT  
WARRANTY

100 METRES  
WATER RESISTANT

FROM  
\$79

MAXUMWATCHESAUSTRALIA

@MAXUMWATCHES



# POINT OF SALE

**MAXUM will be launching a new Point of Sale concept by late 2018.**  
Parts can be ordered separately to build a custom display for your space.  
Please contact your merchandiser or email [marketing@designa.com.au](mailto:marketing@designa.com.au) to discuss.



## LARGE WINDOW BACKBOARD

CODE: MAX18LRGWINDOW

INCLUDES:  
- 1 x LARGE WINDOW BACKBOARD  
- 4 X BOBBINES

DIMENSIONS  
BACKBOARD: W: 475MM x D: 100mm X H: 550mm



## MEDIUM WINDOW BACKBOARD

CODE: MAX18MEDWINDOW

INCLUDES:  
- 1 x MEDIUM WINDOW BACKBOARD  
- 2 x BOBBINES

DIMENSIONS  
BACKBOARD: W: 475MM x D: 100mm x H: 370mm



## SMALL COUNTER BACKBOARD

CODE: MAX18INCASE

INCLUDES:  
- 1 x SMALL COUNTER BACKBOARD

DIMENSIONS  
BACKBOARD: W: 475MM x D: 100mm x H: 190mm



## BASE BOARD

CODE: MAX18BASEBOARD

SUITABLE FOR USE WITH ALL BACKBOARDS

INCLUDES:  
- 1 x BASE BOARD

DIMENSIONS: W:475mm x D: 319.5mm x H: 46mm

## EXTRA POS PIECES



### BASE BOARD SIDE WINGS

CODE: MAX18WINGS

PACK INCLUDES:  
2 x SIDE WINGS

DIMENSIONS: W: 215mm x D: 289mm x H:16mm



### RISERS & BANGLE BARS

CODE: MAX18RISERS

PACK INCLUDES:  
2 x RISERS  
2 x BANGLE BARS



### WATCH BLOCKS

CODE: MAX18BLOCKS

PACK INCLUDES:  
2 x SMALL WATCH BLOCKS  
2 x MEDIUM WATCH BLOCKS  
2 x LARGE WATCH BLOCKS



### ACRYLIC GRAPHIC HOLDER

CODE: MAX18ACRYLIC

PACK INCLUDES:  
2 x ACRYLIC GRAPHIC HOLDERS



### PHOTO HOLDER

CODE: MAX18PHOTOHOLDER

PACK INCLUDES:  
2 x ACRYLIC PHOTOHOLDERS WITH BASE



### WATCH CUFFS

CODE: MAX18CUFFS

PACK INCLUDES:  
40 x WATCH CUFFS



### BOBINES

CODE: MAX18BOBINE

PACK INCLUDES:  
2 x BOBINES



# MERCHANDISING GUIDELINES

There are basic merchandising guidelines that will help you create a visually impactful display

1. Always create a centre focus to tell the key product story of the season. i.e **Rose Gold & Black**
2. Group styles together by size, colour or story.
3. Separate your Gents and Ladies styles from each other.
4. Separate clearance styles to one side of the display.
5. Merchandise smaller styles at the front of the display, with larger styles towards the back. Use blocks and bars for heavier styles to create height and balance to the display.
6. Position all watches so they are facing the same angle to ensure optimal visibility to the customer.
7. Use photo holders and tri cards to highlight key features and price points.



# WARRANTY & SERVICE

Designa Accessories has its own in-house Customer Service Centre to help you & your customers with all enquiries relating to the servicing and repair of all Designa Accessories products. Our Service Centre is manned by professional service consultants in conjunction with our team of qualified watch repairers and technicians.  
Call the Service Centre directly on:  
AUS: +61 2 8543 4600  
NZ: +64 9 480 2211  
or email:  
customer.service@designa.com.au  
customer.service@designaaccessories.com.nz

## 2 Year Replacement Warranty:

MAXUM Watches are guaranteed for a period of two (2) years on Digital product, from the date of purchase against all defects in material or workmanship. This does not apply to normal wear and tear, abuse of components, watch finish or plating and does not cover water damage caused by non-compliance with the Water Resistancy Usage Instructions\*.

### Australia only:

Under the Australian Consumer Law, we advise our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and for compensation for any other reasonably foreseeable loss or damage. You are also entitled to have the goods repaired or replaced if the goods fail to be of acceptable quality and the failure does not amount to a major failure (the "Mandatory Provision").

In the event of a defect or malfunction within the warranty period, providing the Watch Care and Precautions\* are followed, watches will be repaired or replaced at our discretion. We reserve the right to relinquish all responsibilities under this guarantee if the watch has been repaired or opened by anyone other than those authorised on the watch Warranty Card\*. In the event repairs or alterations are conducted by anyone other than those listed, the warranty will be considered void.

For this warranty to be valid, it must be dated at the time of purchase and stamped by the retailer. Any other warranty given by the retailer is entirely their responsibility and the terms of the warranty cannot be changed by any person.

All warranty claims must be accompanied by a proof of purchase receipt.  
The following faults are covered by Designa Accessories Warranties:

1. Movement = 2 YEARS
2. Batteries = 1 YEAR

The following parts are not covered by Designa Accessories warranties:

1. STRAP/strap, case, clasp, hands, dial, crown and stones (including damage, scratching, breakage).
2. Lens breakage, scratching or damage.
3. Water leakage if the crown is not activated or the Water Resistancy Usage Instructions have not been followed.
4. General wear and tear, finish or plating of the watch or any defects arising from misuse or any other use which is not in accordance with the Recommended Watch Care Precautions.

Head to **[www.designaaccessories.com.au](http://www.designaaccessories.com.au)** for further information, or to download our service & repair form. In the event of a malfunction, return the watch, the warranty and proof of purchase carefully packed (do not send in original packaging as it will not be returned) and registered to:

AUS:  
DESIGNA ACCESSORIES  
PO Box 2576, Taren Point NSW 2229

NZ:  
DESIGNA ACCESSORIES NZ  
PO Box 99313, Newmarket AUCKLAND 1149

N.B. It is unnecessary to return product in original packaging. It is preferable to simply return the product wrapped in a suitable protective material, e.g bubble-wrap.

\*Water resistancy, watch care and precautions and warranty information are outlined in the Maxum Operations Manual enclosed with the product when purchased.





Keeping  
**TIME**  
SINCE  
**99**

## WATER RESISTANCE GUIDE

RESISTANCE LEVEL	SPLASHES OR RAIN	CAR WASH	SHOWER	SWIMMING	SNORKELLING	SCUBA DIVING
1ATM / 10m	YES	NO	NO	NO	NO	NO
3ATM / 30m	YES	YES	NO	NO	NO	NO
5ATM / 50m	YES	YES	NO	YES	NO	NO
10ATM / 100m	YES	YES	NO	YES	YES	NO
20ATM / 200m	YES	YES	NO	YES	YES	YES
No dial markings indicates watch is dust resistant only and the wearer must not get the watch wet						
Water resistant casing does not permit crown or button operation when the watch is wet or submerged						

## INDEX

INDEX					
CODE	PAGE	CODE	PAGE	CODE	PAGE
X1001L4	14	X1720G2	10	X1807L1	12
X1025L1	17	X1721G1	10	X1807L2	22
X1411L2	21	X1801G1	9	X1807L3	22
X1674L1	20	X1801G2	9	X1807L4	22
X1676L1	14	X1803G1	7	X1808L1	12
X1679L1	15	X1803G2	7	X1811L1	21
X1706L1	15	X1805L1	23	X1814L3	13
X1714L1	13	X1805L2	23	X1814L4	13
X1714L2	23	X1806L1	19	X1819G1	9
X1714L3	23	X1806L2	19	X1819G2	9
X1714L5	13	X1806L3	19	X1820G1	10
X1720G1	10	X1806L4	18	X1825L1	16
				X1825L2	17
				X1830G1	8
				X1830G2	8
				X1833G1	14
				X1834G1	6
				X1834G2	6
				X1835G1	7
				X1835G2	7
				X1855G1	11
				X1866L1	15
				X1874L1	20
				X9101L2	13

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Fax: +64 9 353 1757



[www.designaaccessories.com.au](http://www.designaaccessories.com.au)