



WINTER 2019
MARKET CATALOGUE





WE DON'T STOP[™]
BECAUSE YOU DON'T



WINTER 2019

MEN'S COLLECTION

MEN'S ESSENTIAL COLLECTION

Fairfield 41mm	7
Fairfield Chronograph	8
Fairfield Chronograph Supernova [™]	9

MEN'S MILITARY COLLECTION

Allied LT	11
-----------	----

MEN'S DRESS COLLECTION

Southview 41mm	13
Southview Multifunction	14

MEN'S CASUAL COLLECTION

Expedition [®] Gallatin Solar	17
Expedition [®] Pioneer Combo	18
Weekender [®] Chronograph 40mm	19
Weekender [®] 40mm	20

MEN'S CLASSIC COLLECTION

Easy Reader Signature 38mm	23
Harborside 42mm	24
MOD 44	25

WOMEN'S COLLECTION

WOMEN'S ESSENTIAL COLLECTION

Fairfield 37mm	27
----------------	----

WOMEN'S DRESS COLLECTION

Metropolitan 34mm	29
-------------------	----

WOMEN'S CLASSIC COLLECTION

Easy Reader Signature 30mm	31
Easy Reader Colour Pop 38mm	32
Easy Reader Colour Pop 30mm	33

MARKETING MATERIAL

Point of Sale	34
Merchandising Guidelines	37
Social Media Assets	38
Web Banners	39
EDM Templates	40
Collateral & In-Store Visuals	42
Warranty & Customer Service	44

Founded in 1854, on the principle of producing affordable timepieces, the Waterbury Clock Company perfected mass produced clock movements.



Inspired by the military necessity of the 1920's, the watch moved from the pocket to the wrist.



By 1962, colour, style and materials made watches a liberating form of self expression. By the end of the decade watch sales exploded and every 3rd watch sold was a TIMEX®.



In 1986, we took the clock off the finish line, and put it on your wrist to create the worlds first sports watch.



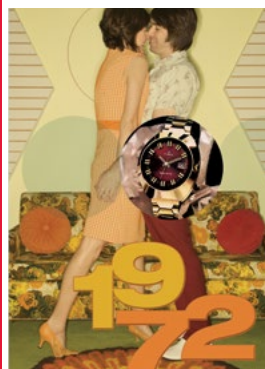
For generations, we've put the American ingenuity to work, creating quality you can rely on and embracing the original spirit of every watch that starts as a TIMEX® and becomes yours.



By 1900, the Waterbury Clock Company manufactured more than 6 million Yankee Dollar watches.



At the 1933 Chicago World's Fair a new concept in wristwatches launched. Within 15 years, 25 million Mickey Mouse watches were sold.



New quartz technology revolutionised how the world told time. TIMEX® made the latest technology accessible to everyone.



The INDIGLO® Night-light changes the face of time in 1992. Our signature blue backlight revolutionised the way the world reads the time in the dark.



2019 marks 165 years of quality timekeeping.

TIMEX® has established a tradition of creating high quality, innovative watches to suit the needs of every customer. TIMEX® watches have been a part of consumer's lives for over 165 years, and today combine high-end Italian designs with cutting edge German engineering to offer customers quality products.

QUALITY TIMEKEEPING SINCE 1854

EXPEDITION SOLAR

Charged by any light with a two-month power reserve, our Expedition Solar collection is a sustainable, adventure-ready companion powered by any light source. Inspired by exploration and a love of the great outdoors, this watch is classic and made rugged for durability.

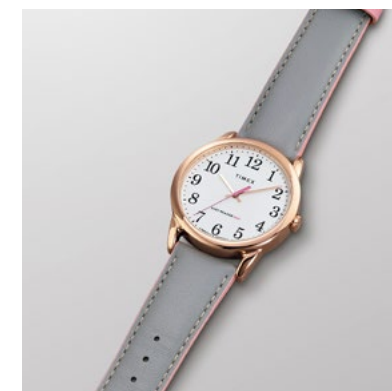
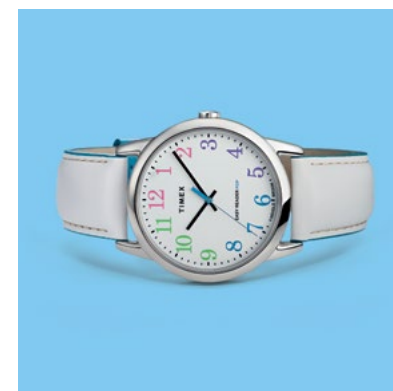
- Charged by any light
- 2 month power reserve
- Water resistant to 50M
- Only \$149.95



EASY READER®

We're celebrating our best-selling Easy Reader® watch with a fresh range of Colour Pops. Featuring genuine leather straps and INDIGLO® dials. With its essential minimalism and appealingly understated style, it's just as relevant and distinctive today as it was in 1977.

- Over 100 million Easy Readers® sold since 1977, making it a true icon
- Ladies & Men's case sizes - 30mm & 38mm
- Bold keepers & unique crown details
- Simply timeless

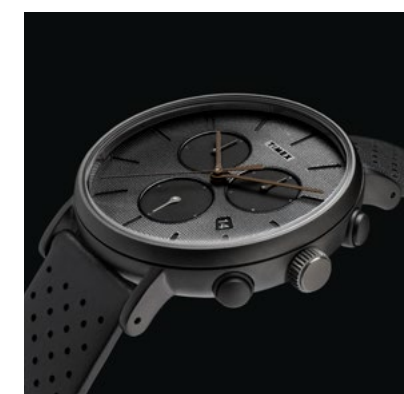


FAIRFIELD SUPERNOVA®

SUPERNOVA INDIGLO® DIAL DESIGN

The TIMEX Supernova™ is a new way to experience our INDIGLO® Night-Light technology. A thin layer of metal is placed on top of the dial and, using precision, laser cutting techniques, the top layer is perforated to allow for the light to pass through, creating a new and unique way to illuminate the dial.

- Genuine Leather or Stainless Steel Mesh Bands
- Chronograph with 4 Hour Capacity
- Water Resistant to 30M
- Only \$249.95



FAIRFIELD 41mm

FEATURES

Genuine Leather Strap
with Quick-Release Spring-Bars
Water Resistant to 30M
INDIGLO® Night-Light



TW2R26200 - \$149.95

Polished Rose Gold-tone Case
Natural Dial
Tan Smooth Leather Strap
41mm Case, 20mm Lug



TW2R26000 - \$149.95

Polished Gold-tone Case
Black Dial
Black Smooth Leather Strap
41mm Case, 20mm Lug



TW2R26300 - \$149.95

Polished Silver-tone Case
White Dial
Black Smooth Leather Strap
41mm Case, 20mm Lug



FAIRFIELD CHRONOGRAPH

FEATURES

Genuine Leather Strap
or Stainless Steel Mesh Band (TW2R27100)
Chronograph with 4 Hour Capacity
QuickDate®
Water Resistant to 30M
INDIGLO® Night-Light



TW2T11500 - \$229.95

Polished Silver-tone Case
Rose Gold-tone Accents
Black Dial
Dark Brown Smooth Leather Strap
41mm Case, 20mm Lug



TW2T11600 - \$229.95

Polished Rose Gold-tone Case
Rose Gold-tone Accents
Black Dial
Black Smooth Leather Strap
41mm Case, 20mm Lug



TW2R26700 - \$199.95

Polished Silver-tone Case
White Dial
Tan Smooth Leather Strap
41mm Case, 20mm Lug



TW2R26800 - \$199.95

Polished Black Case
Black Dial
Black Smooth Leather Strap
41mm Case, 20mm Lug



TW2R27100 - \$229.95

Polished Silver-tone Case
White Dial
Stainless Steel Mesh Band
41mm Case, 20mm Lug



FAIRFIELD CHRONOGRAPH SUPERNOVA™

FEATURES

Innovative New Dial Treatment
 Genuine Leather Strap
 or Stainless Steel Mesh Band (TW2R97900, TW2R98000)
 with Quick-Release Spring-Bars
 Chronograph with 4 Hour Capacity
 QuickDate®
 Water Resistant to 30M
 INDIGLO® Night-Light



SUPERNOVA INDIGLO® DIAL DESIGN

The TIMEX Supernova™ is a new way to experience our INDIGLO® Night-Light technology. A thin layer of metal is placed on top of the dial and, using precision, laser cutting techniques, the top layer is perforated to allow for the light to pass through, creating a new and unique way to illuminate the dial.

NEW



TW2R97700 - \$249.95

Matte Silver-tone Case
 Silver-tone Dial
 Blue Matte Leather Strap
 41mm Case, 20mm Lug



TW2R79800 - \$199.95

Matte Black Case
 Black Dial
 Black Matte Leather Strap
 41mm Case 20mm Lug



TW2R79900 - \$199.95

Matte Silver-tone Case
 Silver-tone Dial
 Tan Matte Leather Strap
 41mm Case, 20mm Lug



TW2R97900 - \$249.95

Matte Silver-tone Case
 Silver-tone Dial
 Silver-tone Stainless Steel
 Mesh Band
 41mm Case, 20mm Lug



NEW



TW2R97800 - \$249.95

Matte Gunmetal Grey Case
 Grey Dial
 Grey Matte Leather Strap
 41mm Case, 20mm Lug



TW2R80000 - \$199.95

Matte Black Case
 Grey Dial
 Brown Matte Leather Strap
 41mm Case, 20mm Lug



TW2R80100 - \$199.95

Matte Bronze-tone Case
 Bronze-tone Dial
 Brown Matte Leather Strap
 41mm Case, 20mm Lug



TW2R98000 - \$249.95

Matte Gunmetal Grey Case
 Grey Dial
 Grey Stainless Steel
 Mesh Band
 41mm Case, 20mm Lug



TIMEX



MEN'S MILITARY COLLECTION

MILITARY COLLECTION

TIMEX

ALLIED LT

FEATURES

PU Silicone Strap
with Quick-Release Spring-Bars
QuickDate®
Water Resistant to 50M
INDIGLO® Night-Light

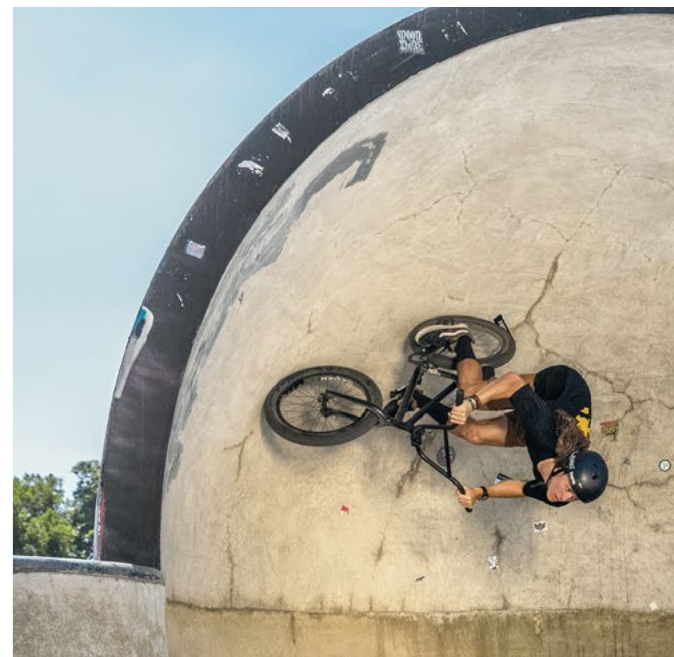
NEW



TW2T33600 - \$179.95

Matte Black Case
Black Dial
Black Camo PU Silicone Strap
40mm Case, 20mm Lug

01753048 865871



TIMEX



DRESS COLLECTION

TIMEX

SOUTHVIEW 41MM

FEATURES

Genuine Leather Straps
Water Resistant to 30M

NEW



TW2T34900 - \$129.95

Polished Black Case
Black Dial
Black Textured Leather Strap
41mm Case, 20mm Lug

0|753048 ||863228 ||

MEN'S DRESS COLLECTION



TW2R63900 - \$129.95

Polished Silver-tone Case
Blue Dial
Tan Matte Leather Strap
41mm Case, 20mm Lug

0|753048 ||764525 ||



TW2R80300 - \$129.95

Polished Black Case
Black Dial
Brown Matte Leather Strap
41mm Case, 20mm Lug

0|753048 ||764624 ||

SOUTHVIEW MULTIFUNCTION

FEATURES

Multi-Function
Genuine Leather Straps
Water Resistant to 30M

NEW



TW2T35200 - \$149.95

Polished Black Case
Black Dial
Black Textured Leather Strap
41mm Case, 20mm Lug



TW2R29000 - \$149.95

Polished Silver-tone Case
Black Dial
Black Smooth Leather Strap
41mm Case, 20mm Lug



TW2R29100 - \$149.95

Polished Silver-tone Case
Navy Dial
Tan Smooth Leather Strap
41mm Case, 20mm Lug



TW2R29200 - \$149.95

Polished Silver-tone Case
White Dial
Blue Smooth Leather Strap
41mm Case, 20mm Lug



TIMEX



MEN'S CASUAL
COLLECTION

CASUAL COLLECTION

TIMEX

EXPEDITION® GALLATIN SOLAR

FEATURES

- Solar Powered
- Fabric Double Layer Slip-Thru Strap (TW4B14500) or S.B. Foot Tanning Co. Genuine Leather Strap
- QuickDate®
- Water Resistant to 50M
- Luminescent Hands



NEW



TW4B14500 - \$149.95

Matte/Shiny Black Case
Black Dial
Green Fabric Slip-Thru Strap
45mm Case, 22mm Lug

01753048 866144

NEW



TW4B14600 - \$149.95

Matte/Shiny Black Case
Blue Dial
Brown Matte Leather Strap
45mm Case, 22mm Lug

01753048 866151

NEW



TW4B14700 - \$149.95

Matte/Shiny Black Case
Black Dial
Black Matte Leather Strap
45mm Case, 22mm Lug

01753048 866168

EXPEDITION® PIONEER COMBO

FEATURES

Analogue & Digital Display
Soft Silicone Rubber Strap
with Quick-Release Spring-Bar
Rotating Top Ring
Chronograph with 4 Hour Capacity
Water Resistant to 50M
INDIGLO® Night-Light

NEW



TW4B17000 - \$199.95

Matte Black Case
Black Dial
Black Silicone Strap
41mm Case, 20mm Lug



NEW



TW4B17100 - \$199.95

Matte Silver-tone Case
Natural Dial
Geeen Silicone Strap
41mm Case, 20mm Lug



WEEKENDER® CHRONOGRAPH 40MM

FEATURES

Genuine Leather Strap
with Quick-Release Spring-Bars
Chronograph with 4 Hour Capacity
QuickDate®
Iconic Versatile Design
Water Resistant to 30M
INDIGLO® Night-Light



TW2R42600- \$199.00

Polished Silver-tone Case
Blue Dial
Brown Smooth Leather Strap
40mm Case, 20mm Lug



TW2R42800 - \$199.00

Polished Silver-tone Case
Cream Dial
Black Smooth Leather Strap
40mm Case, 20mm Lug



WEEKENDER® 40MM

FEATURES

Genuine Leather Strap
with Quick-Release Spring-Bars
Iconic Versatile Design
24 Hour Military Time
Water Resistant to 30M
INDIGLO® Night-Light

NEW



TW2T30500 - \$139.95

Polished Black Case
Black Dial
Brown Smooth Leather Strap
40mm Case, 20mm Lug



NEW



TW2T30700 - \$139.95

Polished Black Case
Silver-tone Dial
Black Smooth Leather Strap
40mm Case, 20mm Lug



TW2R42400 - \$149.00

Polished Silver-tone Case
Cream Dial
Brown Smooth Leather Strap
40mm Case, 20mm Lug





MEN'S CLASSIC COLLECTION



CLASSIC COLLECTION

TIMEX

EASY READER SIGNATURE 38MM

FEATURES

Genuine Leather Strap
QuickDate®
Easy-to-Read Dial
Water Resistant to 30M
INDIGLO® Night-Light



TW2R64900 - \$129.95

Polished Chrome Case
White Dial
Black Croco Leather Strap
38mm Case, 20mm Lug



TW2R65100 - \$129.95

Polished Gold-tone Case
White Dial
Brown Croco Leather Strap
38mm Case, 20mm Lug



HARBORSIDE 42MM

FEATURES

Genuine Leather Strap
or Two-Tone Stainless Steel Band
with Quick-Release Spring-Bars
QuickDate® Feature
Water Resistant to 50M
INDIGLO® Night-Light



TW2R64500 - \$149.95

Brushed/Polished
Silver-tone Case
Blue Dial
Tan Matte Leather Strap
42mm Case, 20mm Lug



TW2R64700 - \$179.95

Brushed/Polished
Silver-Tone Case
Blue Dial
Two-tone Brushed/Polished
Stainless Steel Band
42mm Case, 20mm Lug



MOD 44

FEATURES

Genuine Leather Strap
Day and Date Feature
Water Resistant to 30M



TW2R64000 - \$139.95

Brushed/Polished Gunmetal
Case
Grey Dial
Brown Matte Leather Strap
44mm Case, 22mm Lug



TW2R64200 - \$139.95

Brushed/Polished Chrome
Case
Blue Dial
Brown Matte Leather Strap
44mm Case, 22mm Lug



TW2R64300 - \$139.95

Brushed/Polished Black
Case
Black Dial
Black Matte Leather Strap
44mm Case, 22mm Lug



TIMEX



ESSENTIAL COLLECTION

TIMEX

FAIRFIELD 37MM

FEATURES

Stainless Steel Mesh Bracelet
Water Resistant to 30M
INDIGLO® Night-Light



TW2R26400 - \$179.95

Polished Rose Gold-tone Case
Natural Dial
Polished Rose Gold-Tone Mesh Strap
37mm Case, 18mm Lug

01753048 691784



WOMEN'S ESSENTIAL COLLECTION



TW2R26500 - \$179.95

Polished Gold-tone Case
Natural Dial
Polished Gold-Tone Mesh Strap
37mm Case, 18mm Lug

01753048 691791



TW2R26600 - \$179.00

Polished Silver-tone Case
White Dial
Polished Silver-Tone Mesh Strap
37mm Case, 18mm Lug

01753048 691807

TIMEX



DRESS COLLECTION

TIMEX

METROPOLITAN 34MM

FEATURES

Genuine Leather Strap
Water Resistant to 30M



TW2R91700 - \$149.95

Polished Rose Gold-tone Case
Rose Gold-tone Dial
Black Smooth Leather Strap
34mm Case, 16mm Lug

0|753048 ||816200 ||

WOMEN'S DRESS
COLLECTION



TW2R85200 - \$149.95

Polished Rose Gold-tone Case
Silver-tone Dial
Pink Smooth Leather Strap
34mm Case, 16mm Lug

0|753048 ||799770 ||



TW2R96200 - \$149.95

Polished Rose Gold-tone Case
Silver-tone Dial
Grey Smooth Leather Strap
34mm Case, 16mm Lug

0|753048 ||799787 ||



EASY READER SIGNATURE 30MM

FEATURES

- Genuine Leather Strap
- QuickDate®
- Easy-to-Read Dial
- Water Resistant to 30M
- INDIGLO® Night-Light



TW2R65300 - \$129.95

- Polished Chrome Case
- White Dial
- Black Croco Leather Strap
- 30mm Case, 14mm Lug



WOMEN'S CLASSIC
COLLECTION



TW2R65400 - \$129.95

- Polished Gold-tone Case
- Cream Dial
- Red Croco Leather Strap
- 30mm Case, 14mm Lug



EASY READER COLOUR POP 38MM

FEATURES

Genuine Leather Strap
Easy-to-Read Dial
Water Resistant to 30M
INDIGLO® Night-Light



NEW



TW2T28600 - \$129.95

Polished Rose Gold-tone Case
White Dial
Pink Matte Leather Strap
With Orange Accents
38mm Case, 20mm Lug

0 753048 863075

EASY READER COLOUR POP 30MM

FEATURES

Genuine Leather Strap
Easy-to-Read Dial
Water Resistant to 30M
INDIGLO® Night-Light

NEW



TW2T28700 - \$129.95

Polished Rose Gold-tone Case
White Dial
Grey Matte Leather Strap
With Pink Accents
30mm Case, 14mm Lug

0 753048 863082

NEW



TW2T28800 - \$129.95

Polished Silver-tone Case
White Dial
White Matte Leather Strap
With Blue Accents
30mm Case, 14mm Lug

0 753048 863099



POINT OF SALE

TWE077700
SMALL WINDOW DISPLAY A

199mmW x 370mmD x 300mmH

- 1 Main base tiered
- 11 Bobines
- 1 Backwall
- 1 Two sided printed graphic



TWE077800
SMALL WINDOW DISPLAY B

199mmW x 370mmD x 300mmH

- 1 Main base tiered
- 9 Bobines
- 1 Backwall
- 1 Two sided printed graphic
- 1 Small watch block
- 1 Medium watch block
- 1 Large watch block
- 3 Vertical rubber dipped cuffs
- 1 Horizontal rubber dipped cuffs



TWE077900
SMALL WINDOW DISPLAY C

199mmW x 370mmD x 300mmH

- 1 Main base tiered
- 9 Bobines
- 1 Backwall
- 1 Two sided printed graphic
- 1 Watch bar



A5ACRYLIC
A5 ACRYLIC SIGN HOLDER

148mmW x 70mmD x 210mmH



POINT OF SALE

TWE078100
SMALL IN-CASE DISPLAY A

199mmW x 350mmD x 80mmH

- 1 Main base tiered
- 11 Bobines



TWE078200
SMALL IN-CASE DISPLAY B

199mmW x 350mmD x 80mmH

- 1 Main base tiered
- 9 Bobines
- 1 Small watch block
- 1 Medium watch block
- 1 Large watch block
- 3 Vertical rubber dipped cuffs
- 1 Horizontal rubber dipped cuffs



TWE078300
SMALL IN-CASE DISPLAY C

199mmW x 350mmD x 80mmH

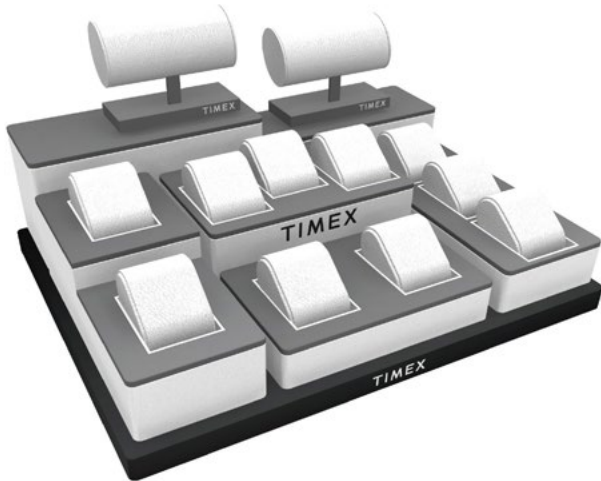
- 1 Main base tiered
- 9 Bobines
- 1 Watch bar



TWE077600
MEDIUM WINDOW DISPLAY

450mmW x 370mmD x 350mmH

- 1 Main base with screen printed logo
- 1 Backwall with 3D logo on the front, screen printed logo on the back
- 2 Watch bars
- 1 Vertical block with 3 bobines
- 1 Vertical tiered block with 2 bobines
- 1 Horizontal short block with 2 bobines
- 1 Horizontal tall block with 3 bobines
- 1 Large riser block
- 1 Short riser block



TWE078000
MEDIUM IN-CASE DISPLAY

199mmW x 350mmD x 150mmH

- 1 Main base with screen printed logo
- 2 Watch bars
- 1 Vertical block with 3 bobines
- 1 Vertical tiered block with 2 bobines
- 1 Horizontal short block with 2 bobines
- 1 Horizontal tall block with 3 bobines
- 1 Large riser block
- 1 Short riser block

POINT OF SALE

	TWX298900 — Vertical Cuff Pre-Pack Set includes 10 pieces
	TWX298700 — Watch Bar 1 piece
	TWX298800 — Watch Block Pre-Pack Set includes: 1 small watch block, 1 medium watch block, 1 large watch block, 3 vertical rubber dipped cuffs, 1 Horizontal rubber dipped cuff
	TWX299000 — Horizontal Cuff Pre-Pack Set includes 10 pieces
	TWX298600 — Bobine Set includes 5 pieces
	TWX299500 — Well Filler Pre-Pack Set includes 10 pieces
	TWX299100 — Small Graphic Holder 1 piece
	TWX300000 — Island Base Plate 1 piece

MERCHANDISING GUIDELINES

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

Step by Step

- › First group your Timex watches by category (Fairfield, Expedition, Weekender® etc)
- › Keep similar styles together with their product stories.
- › Relevant support visuals and display cards must be used to complement the display.



SOCIAL MEDIA ASSETS



Our in-house Design & Marketing team are available to produce tailor made material to suit your needs.

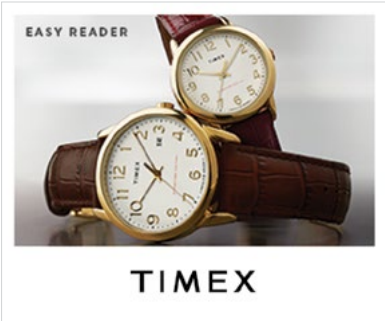
Whether it be Facebook posts or eDMs to call out new products, trends or promotions to your fans, we are happy to assist.

Contact our Brand team on
(02) 8543 4600 or email
marketing@designa.com.au

#TAKETIME





WEB BANNERS



EDM TEMPLATES

EXPEDITION® SOLAR





CHARGED BY ANY LIGHT


2 MONTH
POWER RESERVE

TIMEX

EXPEDITION GALLATIN

Charged by any light with a two-month power reserve, our Expedition Solar collection is a sustainable, adventure-ready companion powered by any light source. Inspired by exploration and a love of the great outdoors, this watch is classic and made rugged for durability.


NEW



TW4B14500 - \$149.95

Matte/Shiney Black Case
Black Dial
Green Fabric Slip-Thru Strap


NEW



TW4B14700 - \$149.95

Matte/Shiney Black Case
Black Dial
Black Matte Leather Strap

NEW



TW4B14600 - \$149.95

Matte/Shiney Black Case
Blue Dial
Brown Matte Leather Strap

TIMEX

SHOP MEN

SHOP WOMEN


SHOP KIDS

CUSTOMIZE


YOU KNOW CRAFTSMANSHIP TAKES TIME

Watchmakers Est. 1854

SHOP WATERBURY MENS



SHOP WATERBURY WOMENS




165

WE DON'T STOP™

BECAUSE YOU DON'T

LET'S BE SOCIAL



CONTACT US

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customerservice.com

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TIMEX

SHOP MEN

SHOP WOMEN


SHOP KIDS

CUSTOMIZE


WE DON'T STOP™

BECAUSE YOU DON'T.

We respect your hustle, we've been doing it for 165 years.




IT'S A MOVEMENT




Because if "good enough" was good enough, your watch would still be in your pocket.

SHOP MENS




WE ARE REBEL WATCHMAKERS



We've disrupted a 300 year old industry and stayed true to who we are.

SHOP WOMENS

LET'S BE SOCIAL



CONTACT US

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TIMEX

SHOP MEN


SHOP WOMEN

SHOP KIDS

CUSTOMIZE



YOU KNOW CRAFTSMANSHIP TAKES TIME




SHOP WATERBURY

165

WE DON'T STOP™

BECAUSE YOU DON'T

LET'S BE SOCIAL



CONTACT US

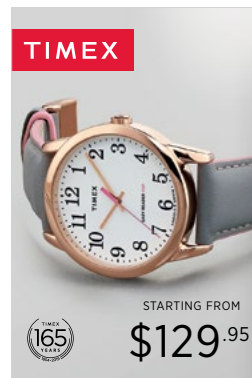
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40

41

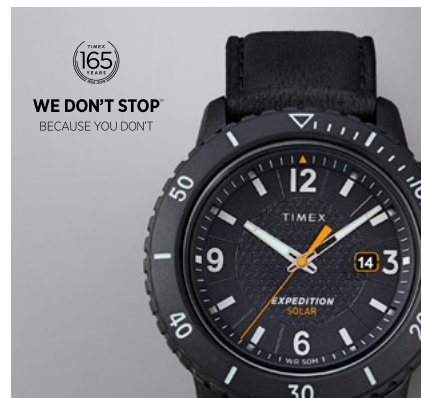
COLLATERAL



Backboard & Photoholder Imagery

Tri-card

IN-STORE VISUALS



NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

INDEX

CODE	PAGE	CODE	PAGE	CODE	PAGE	CODE	PAGE
TW2R26000	6	TW2R42600	19	TW2R91700	29	TW4B14600	17
TW2R26200	6	TW2R42800	19	TW2R85200	29	TW4B14700	17
TW2R26300	6	TW2R63900	13	TW2R96200	29	TW4B17000	18
TW2R26400	27	TW2R64000	25	TW2T33600	11	TW4B17100	18
TW2R26500	27	TW2R64200	25	TW2R79800	9	TW2R80100	9
TW2R26600	27	TW2R64300	25	TW2T28600	32	TW2R97700	8
TW2R26700	8	TW2R64900	23	TW2T28700	33	TW2R97800	8
TW2R26800	8	TW2R65100	23	TW2T28800	33	TW2R97900	9
TW2R27100	8	TW2R65300	31	TW2T30500	20	TW2R98000	9
TW2R29000	14	TW2R65400	31	TW2T30700	20	TW2T11500	7
TW2R29100	14	TW2R80300	13	TW2R79900	9	TW2T11600	7
TW2R29200	14	TW2R64500	24	TW2R80000	9	TW2T34900	13
TW2R42400	20	TW2R64700	24	TW4B14500	17	TW2T35200	13

CUSTOMER SERVICE & WARRANTY INFORMATION

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 on (02) 8543 4600 or email customer.service@designa.com.au

2 YEAR LIMITED WARRANTY

Your Timex Watch is guaranteed for a period of two (2) years from the date of purchase against all defects in material or workmanship.

This does not apply to normal wear and tear or abuse of components and watch finish or plating and does not cover water damage caused by non-compliance with the enclosed water resistancy usage guide.

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 this period, providing the watch care and precautions are followed, your Timex watch will be repaired or replaced with the same or similar model at our discretion. Your replacement watch will be warranted for the remainder of the period applicable to the original date of purchase. The following parts are covered by the Timex 2 year limited warranty:

1. Movement 2 YEARS
2. Battery 1 YEAR

The following parts are not covered by the Timex 2 year limited warranty:

1. Band/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 care guidelines have not been followed.

4. General wear and tear, finish or plating of the watch or an defects arising from misuse or any other use which is not in accordance with the Recommended Watch Care Precautions.

For the 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 terms of the warranty cannot be changed by any person.

Head to **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:

Designa Accessories
PO Box 2576
Taren Point
NSW 2229
Australia