



TRUE  
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**SPORT/OUTDOOR** DEALER CATALOGUE

**WINTER 2014**







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**TIMEX®**

Performance measurement is the key to managing workouts and realising athletic potential. Whether your customer is a beginner athlete, an experienced road racer or an elite triathlete, Timex Health and Fitness products provide a unique range of features to help everyone meet their individual fitness goals. From versatile heart rate monitors to GPS technology with advanced download capabilities, Timex provides easy to use solutions at exceptional value.





## RUN TRAINER 2.0 GPS WATCH:

The Timex® IRONMAN® Run Trainer™ 2.0 is a next-generation, GPS-enabled watch providing real-time pace, distance, and heart rate. The Run Trainer™ 2.0 watch features a crisp high-resolution display, an easy-to-use menu system, and a smaller more comfortable case that does not sacrifice water resistance. After your workout, review your map and performance data with our free online training log powered by TrainingPeaks™.

### WATCH FEATURES:

- » Smaller watch with high-resolution, reversible display
- » Real-time distance, pace, speed, heart rate and more
- » Quick and reliable signal with SIRFstarIV™ technology
- » 15-Workout memory with dated summary
- » Free access to online training log
- » Desktop device agent allows for easy changes to watch and performance settings
- » 100-Lap chronograph with customizable 2- or 3-line display
- » Hands-free chronograph operation based on distance and time
- » Pace, speed, and distance vibrating/audible alerts keep your training on-track
- » Hydration and nutrition alerts remind athletes to replenish at regular intervals
- » Interval timer with segments based on time or distance
- » Customisable alarm with backup
- » Rechargeable Li-Ion battery with 8-hour life in full GPS mode
- » Compatible with ANT+™ sensors for heart rate and foot pod data
- » Watch WR to 50m (GPS and ANT+™ features not available underwater)
- » INDIGLO® night-light with NIGHT-MODE® feature and Constant-On options



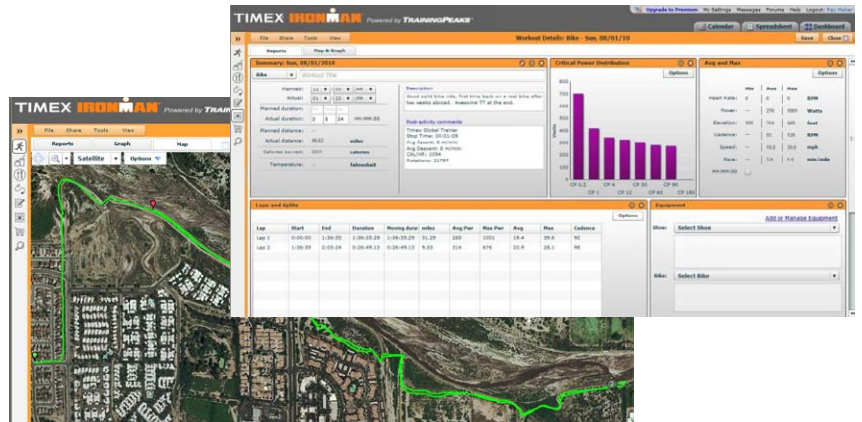
T5K742 • \$319



## ONLINE TRAINING LOG SOFTWARE:

Beyond offering outstanding value from its GPS products, Timex® provides free training software for its Timex® IRONMAN® Run Trainer™ watches and Cycle Trainer™ 2.0 bike computer.

- » Easily customise training settings with desktop watch management software for your computer.
- » After your workout, download performance and route data to Timex® Ironman® online training log software powered by TrainingPeaks
- » Free mobile access to the TrainingPeaks calendar on your smartphone.
- » Desktop Device Agent downloadable at: [www.TimexIronman.com/DeviceAgent](http://www.TimexIronman.com/DeviceAgent).
- » Compatible with Windows® XP or newer and Mac® OS X 10.6 or newer operating systems.





## EASY TRAINER GPS WATCH:

A great watch for those who want the convenience of knowing how far and how fast they're running, but not a lot of other complexity.

### WATCH FEATURES:

- Fast and accurate GPS - powered by SiRFstarIV™
- Pace, Speed and Distance - Current or Average Data
- Calories Burned
- Hands - Free Auto - Split Based on Distance
- 30 - Workout Memory (100 laps per workout)
- Data Review Mode
- Customisable Alarms
- Metrics Viewable in Miles or Kilometres
- Two Time Zones - Manual Setting or World Time Selection - 106 Cities
- 8 Hr Battery Life in GPS Mode
- Rechargeable Li-Ion Battery with Cable
- 50m Water Resistant
- INDIGLO® night-light with NIGHT-MODE® feature



NEW

T5K754 • \$179



NEW

T5K753 • \$179



## TIMEX® MARATHON GPS WATCH:

An affordable GPS watch for runners and walkers who simply want speed + distance on their wrist during a workout.

### WATCH FEATURES:

- Fast and accurate GPS - powered by SiRFstarIV™
- Pace, Speed and Distance - Current or Average Data
- Calories Burned
- Hands - Free Auto - Split Based on Distance
- 30 - Workout Memory (100 laps per workout)
- Data Review Mode
- Five Alarms
- Metrics Viewable in Miles or Kilometres
- Two Time Zones - Manual Setting or World Time Selection - 106 Cities
- 8 Hr Battery Life in GPS Mode
- Rechargeable Li-Ion Battery with Cable
- 30m Water Resistant
- INDIGLO® night-light with NIGHT-MODE® feature



T5K638 • \$149



T5K639 • \$149





## CYCLE TRAINER™ 2.0 BIKE COMPUTER WITH GPS TECHNOLOGY:

The lightweight Cycle Trainer™ 2.0 bike computer adds a dashboard to your handlebars, letting you track your performance and finely tune your rides.

### FEATURES:

- ↘ Real-time distance, speed, grade and heart rate
- ↘ Quick and reliable signal with SiRFstarIII™ technology
- ↘ 20-Workout memory with dated summary
- ↘ Free access to online training log
- ↘ Desktop device agent allows for easy changes to watch and performance settings
- ↘ Five customisable screens
- ↘ Barometric altimeter and temperature sensor on-board
- ↘ Hands-free operation based on distance and time
- ↘ Includes two quick-release dual-position bike mounts
- ↘ Rechargeable Li-Ion battery with 18-hour life in full GPS mode
- ↘ Compatible with ANT+™ sensors for speed, cadence and power data
- ↘ INDIGLO® night-light with selectable duration and Constant-On option



T5K615 • \$319



Includes the Timex Flex Tech™ Digital 2.4 Heart Rate Sensor with adjustable strap and user-replaceable battery



Compatible with the  
BIKE SPEED + CADENCE + DISTANCE SENSOR:



T5K445 • \$69



## TIMEX® ANT+™ FOOT POD:

Compatible with Timex® IRONMAN® GPS watches for indoor training and for use in challenging outdoor environments

### FEATURES:

- ↘ Wirelessly transmits real-time pace, distance, and running cadence data with ANT+™ technology
- ↘ Attaches to laces with snap-on clip
- ↘ Auto-on/off with owner-replaceable battery
- ↘ Compatible with Timex IRONMAN® Run Trainer™ 2.0



T5K573 • \$99





## TIMEX® IRONMAN® ROAD TRAINER™ DIGITAL HEART RATE MONITORS:

An essential training companion that makes a bold statement, the TIMEX® IRONMAN® Road Trainer™ digital heart rate monitor series offers performance and comfort in a next-generation style. This innovative tool is designed for both fitness enthusiasts and weekend warriors to help them meet their exercise goals.

### WATCH FEATURES:

- Flex-Tech™ digital sensor eliminates heart rate monitor cross-talk and electronic interference
- 50-Lap chronograph memory with average heart rate per lap
- Interval timer - each segment with its own target zone
- Target heart rate alert with time-in-zone data
- BPM or %-of-Max heart rate display
- Recovery heart rate timer
- Average/peak heart rate, and calories burned workout data
- Countdown timer, and two daily alarms with backup
- Watch WR to 100m (heart rate feature not available underwater)
- INDIGLO® night-light with NIGHT-MODE® feature

### FULL-SIZE



T5K719 • \$169



T5K720 • \$169



### MID-SIZE



T5K723 • \$169



T5K722 • \$169





## IRONMAN® TARGET TRAINER DIGITAL HEART RATE MONITOR:

Take your training further with this complete system. This advanced digital heart rate monitor with interval training capability functions just like a personal coach on your wrist.

### WATCH FEATURES:

- Flex-Tech™ digital sensor eliminates heart rate monitor cross-talk and electronic interference
- 3-Workout chronograph memory - 200 lap total with average heart rate per lap
- Two interval timers – each segment with its own target zone and label
- Target Time Pacer gives visual and audible feedback when laps are logged based on user settings. Pace and time difference from lap target time displayed
- Hydration and nutrition alerts remind athletes to replenish at regular intervals
- Target heart rate alert with time-in-zone data
- BPM or %-of-Max heart rate display
- Recovery heart rate timer
- Average/peak heart rate, and calories burned workout data
- Countdown timer, and three customisable alarms with backup
- Watch WR to 100m (heart rate feature not available underwater)
- INDIGLO® night-light with NIGHT-MODE® option



TapScreen™ Technology logs lap/split times with one firm tap on the watch face.



T5K726 • \$189



\*(OLD CODE T5K545)

## PERSONAL TRAINER™ HEART RATE MONITOR:

### WATCH FEATURES:

- Flex-Tech™ digital sensor works with most heart rate-enabled gym and fitness equipment
- Automatic elapsed timing
- Target heart rate alert with time-in-zone data
- BPM or %-of-Max heart rate display
- Recovery heart rate timer
- Average/peak heart rate, and calories burned workout data
- Time of day with month/day/date display
- Watch WR to 30m (heart rate feature not available underwater)
- INDIGLO® night-light



T5K541 • \$119



## HEALTH TRACKER™ WATCH:

Start towards a healthier you today. Take the guesswork out of diet and exercise. Create custom fitness and diet goals and track your progress to stay motivated.

### WATCH FEATURES:

- Automatically records distance, steps and calories burned all day
- Diet diary to input units or calories consumed
- Activity tracker with 7-day memory
- Customisable goals
- Workout mode will display elapsed time, distance and exercise pace intensity in real time (slow/med/fast)
- 24-hour countdown timer with stop and repeat
- Three daily, weekday, weekend or weekly alarms with 5-minute backup
- One-time easy setup
- 2 time zone settings
- Water resistance to 50m
- INDIGLO® night-light with NIGHT-MODE® feature



T5K486 • \$99



## IRONMAN® SLEEK™ 250-LAP:

### WATCH FEATURES:

- TapScreen™ Technology logs laps with a firm tap. Tap force can be adjusted, enabled or disabled as needed
- 5 workouts with 250-lap memory Chronograph with lap/split data and audible alerts for hydration and nutrition needs
- Target Time Pacer provides audible and visual pace feedback when laps are logged
- Two customizable interval timers with 8 labeled intervals and repetition settings
- Easy access to chronograph and interval workout log by date with locking capability
- Three daily, weekday, weekend or weekly alarms with 5-minute backup
- Two time zone settings for travel or daylight saving time
- Water resistance to 100m
- INDIGLO® night-light with NIGHT-MODE® feature



T5K588 • \$169



T5K589 • \$169



## IRONMAN® SLEEK™ 150-LAP:

### WATCH FEATURES:

- TapScreen™ Technology logs laps with a firm tap. Tap force can be adjusted, enabled or disabled as needed.
- 150 Lap memory recall
- Interval training is easy with 3 workout sessions with 16 labelled interval timers settable for up to 24hours: countdown/stop (CS) and countdown/repeat (CR)
- TapScreen™ Technology Activation of Chrono, Lap/Split Recording, Interval and Countdown Timers
- Three customisable alarms: daily/ weekday/ weekend/ weekly options.
- Chronograph with lap/split data and audible alerts for hydration and nutrition needs.
- Two time zone settings.
- Co-moulded dura-strength breathable strap.
- Water resistance to 100m
- INDIGLO® night-light with NIGHT-MODE® feature



T5K253 • \$149





IRONMAN® SLEEK™ 50-LAP:

WATCH FEATURES:

- ↳ Chronograph training log stores workouts by date
- ↳ 50-lap memory with 100-hour chronograph with lap/split data display
- ↳ Two 24-hour interval timers with stop and repeat
- ↳ Three daily, weekday, weekend or weekly alarms with 5-minute backup
- ↳ Two time zone settings for travel or daylight saving time
- ↳ Comfortable resin strap
- ↳ Water resistance to 100m
- ↳ INDIGLO® night-light with NIGHT-MODE® feature

FULL-SIZE



T5K335 • \$129



T5K759 • \$129



T5K760 • \$129



MID-SIZE



T5K703 • \$129



T5K656 • \$129



T5K655 • \$129



T5K654 • \$129



## IRONMAN® CORE 50-LAP: FULL-SIZE

### WATCH FEATURES:

- Chronograph training log stores workouts by date
- 50-lap memory with 100-hour chronograph with lap/split data in large fonts for easy readability
- Two 24-hour interval timers with stop and repeat
- Three daily, weekday, weekend or weekly alarms with 5-minute backup
- Two time zone settings for travel or daylight saving time
- Comfortable resin strap
- Water resistance to 100m
- INDIGLO® night-light with NIGHT-MODE® feature

NEW



T5K494 • \$129



0 753048 367764



T5K496 • \$129



0 753048 367774



T5K689 • \$129



0 753048 452712

## IRONMAN® 30-LAP:

### WATCH FEATURES:

- 30-lap memory recall with 100-hour chronograph with lap/split data
- 24-hour countdown timer with stop and repeat
- Fifteen preset occasions to set reminders
- Three daily, weekday, weekend or weekly alarms with 5-minute backup
- Three time zone settings for travel and daylight saving time
- Resin strap
- Water resistance to 100m
- INDIGLO® night-light with NIGHT-MODE® feature

### OVERSIZE



T5K758 • \$119



0 753048 493531



T5E901 • \$119



0 753048 171682

### FULL-SIZE



T5K692 • \$119



0 753048 452736



T5K755 • \$119



0 753048 493500

### MID-SIZE



T5E961 • \$119



0 753048 171705



T5K756 • \$119



0 753048 493517



T5K757 • \$119



0 753048 493524



## IRONMAN® RUGGED 30-LAP:

### WATCH FEATURES:

- » 30-lap memory recall with 100-hour chronograph with lap/split data
- » 24-hour countdown timer with stop and repeat
- » Fifteen preset occasions to set reminders
- » Three daily, weekday, weekend or weekly alarms with 5-minute backup
- » Three time zone settings for travel and daylight saving time
- » Resin strap
- » Water resistance to 100m
- » INDIGLO® night-light with NIGHT-MODE® feature



NEW

T5K792 • \$149



NEW

T5K790 • \$149



## IRONMAN® OCEANSIDE 30-LAP:

### WATCH FEATURES:

- » 100-hour chronograph
- » 24-hour countdown timer
- » 30 lap memory recall
- » Alarm
- » Two Time Zones
- » Water resistance to 100m
- » INDIGLO® night-light with NIGHT-MODE® feature



T5K761 • \$119



T5K762 • \$119



T5K763 • \$119



## IRONMAN® 10-LAP:

### WATCH FEATURES:

- » 10-lap memory recall with 100-hour chronograph with lap/split data
- » 24-hour countdown timer with stop and repeat
- » One daily, weekday, weekend or weekly alarm with 5-minute backup
- » Two time zone settings for travel and daylight saving time
- » Comfortable resin strap
- » Water resistance to 100m
- » INDIGLO® night-light with NIGHT-MODE® feature



NEW

T5K779 • \$99



NEW

T5K780 • \$99



NEW

T5K781 • \$99



T5K607 • \$99



T5K523 • \$99



## IRONMAN® TRADITIONAL 8-LAP:

### WATCH FEATURES:

- » 8 Lap Memory Recall
- » Top Pusher for Easy Operation
- » Durable and Lightweight Resin Case
- » Alarm
- » 100 hour chronograph with lap/split data
- » 24-hour countdown timer
- » Water resistance to 100m
- » INDIGLO® night-light with NIGHT-MODE® feature



T5H941 • \$119



## marathon: DIGITAL

### WATCH FEATURES:

- » 24-hour stopwatch
- » One daily alarm
- » Resin strap
- » Water resistance to 50m
- » INDIGLO® night-light

### FULL-SIZE



T5K643 • \$79



T5K644 • \$79



T5K359 • \$89



T5K770 • \$79



\*(OLD CODE T5K237)

### OVERSIZE



T5K423 • \$89



T5K421 • \$89





## marathon: DIGITAL MIDSIZE

### WATCH FEATURES:

- ↘ 24-hour stopwatch
- ↘ One daily alarm
- ↘ Resin strap
- ↘ Water resistance to 50m
- ↘ INDIGLO® night-light



T5K647 • \$79



0 753048 424115



T5K645 • \$79



0 753048 424092



T5K771 • \$79



0 753048 494293



T5K772 • \$79



0 753048 494309



T5K363 • \$79



0 753048 334100

NEW

\*(OLD CODE T5G881)

## marathon: JELLY

### WATCH FEATURES:

- ↘ Easy to read dial
- ↘ Luminous hands
- ↘ Resin strap
- ↘ Water resistance to 50m

### FULL-SIZE



T5K749 • \$79



0 753048 494071



T5K750 • \$79



0 753048 494088



T5K751 • \$79



0 753048 494095

### MIDSIZE



T5K367 • \$79



0 753048 334148



T5K365 • \$79



0 753048 334124



T5K502 • \$79



0 753048 371556



T5K503 • \$79



0 753048 371563



T5K579 • \$79



0 753048 402700



**TIMEX**  **EXPEDITION**





UPLANDER CAMO:

WATCH FEATURES:

- » QUICK-DATE® feature
- » Resin case and top ring
- » Water resistance to 50m
- » INDIGLO® night-light



NEW

T49965 • \$149



NEW

T49966 • \$149



RUGGED FIELD & FIELD CHRONO:

WATCH FEATURES:

- » Shock-resistant to I.S.O. standards (T49261, T49271)
- » Chronograph measures minutes/seconds, 1/20th second (T49905)
- » QUICK-DATE® feature
- » Stainless steel case (T49261, T49271)
- » Water resistance to 100m
- » INDIGLO® night-light



T49261 • \$149



T49271 • \$149



T49905 • \$199



RUGGED CORE ANALOG & MILITARY FIELD:

WATCH FEATURES:

- » QUICK-DATE® feature
- » Nylon (T49863) or resin strap (T49831)
- » Genuine Leather (T49877)
- » Water resistance to 50m
- » INDIGLO® night-light



T49831 • \$119



T49863 • \$99



T49877 • \$139



## SHOCK COMBO:

### WATCH FEATURES:

- Shock-resistant to I.S.O. standards
- 100 hour chronograph
- 24 hour countdown timer
- Three daily, weekday or weekend alarms with 5-minute backup
- Two Time Zones
- Water resistance to 200m
- INDIGLO® night-light



NEW

T49969 • \$229



0 753048 519293



NEW

T49968 • \$229



0 753048 519286

## SHOCK XL DIGITAL:

### WATCH FEATURES:

- Shock-resistant to I.S.O. standards
- 100-hour chronograph with lap and split times
- 24-hour countdown timer with stop and repeat
- Vibration Alarm
- Two time zone settings
- Water resistance to 200m
- INDIGLO® night-light with NIGHT-MODE® feature



T49950 • \$219



0 753048 493432



T49951 • \$219



0 753048 493449

## SHOCK DIGITAL:

### WATCH FEATURES:

- Shock-resistant to I.S.O. standards
- 100-hour chronograph with lap and split times
- 24-hour countdown timer with stop and repeat
- Three daily, weekday or weekend alarms with 5-minute backup
- Two time zone settings
- Water resistance to 100m
- INDIGLO® night-light with NIGHT-MODE® feature



T49896 • \$139



0 753048 414208



T49897 • \$139



0 753048 414215



## WIDE SCREEN:

### WATCH FEATURES:

- 100-hour chronograph with lap and split times
- 24-hour countdown timer with stop and repeat
- Three daily, weekday or weekend alarms with 5-minute backup
- Two time zone settings
- Water resistance to 50m
- INDIGLO® night-light with NIGHT-MODE® feature



T49922 • \$149



0 753048 448944



T49903 • \$129



0 753048 414260



T49900 • \$129



0 753048 414239

## WS4:

### WATCH FEATURES:

- Altimeter, Barometer, Thermometer and Compass
- Activity review mode
- Graph displays progress and trends
- On screen prompts for easy setting and calibration
- User replaceable battery
- Water resistance to 50m
- INDIGLO® night-light with NIGHT-MODE® feature



T49664 • \$299



0 753048 329090

**POINT OF SALE**

**Large Window Display TE0515**

- 1 Main Base
- 2 Side Wings
- 1 Main Back Wall
- 2 Side Back Walls
- 2 Low Platforms MDF w/Grommets
- 1 High Platform MDF w/ Grommets
- 40 Polycarbonate Round foot C-Clips
- 40 T-Feet
- 1 Watch Stand (Lge)
- 1 Watch Stand (Med)
- 1 Watch Stand (Sml)
- 15 C-Clip Adapters (to be used with any Timex notched C-Clip)
- 2 Sets of 3 Side Wall Graphics (Ironman, Expedition)
- 1 Set of Graphics for Main Back Wall (Ironman, Expedition) TIMEX Branding on Reverse of all



Size: 81.5x42x42 cm, weight approx. 10kgs

**Small Window Display TE0516**

- 1 Main Base
- 1 Main Back Wall
- 1 High Platform
- 20 Polycarbonate Round foot C-Clips
- 20 T-Feet
- 1 Watch Stand (Lge)
- 1 Watch Stand (Med)
- 1 Watch Stand (Sml)
- 15 C-Clip Adapters (to be used with any Timex notched C-Clip)
- 1 Set of Graphics for Main Back Wall (Ironman, Expedition) TIMEX Branding on Reverse of all



Size: 42x42x42 cm, weight approx. 6kgs

**Watch Block Set TX2303**

Includes 6 clear polycarbonate standard round foot C clips





**POINT OF SALE**

**Large in-case Display TE0517**

- 1 Main Base
- 2 Side Wings
- 1 In Counter Back Wall 7"
- 2 Low Platforms
- 1 High Platform
- 40 Polycarbonate Round foot C-Clips
- 40 T-Feet
- 1 Watch Stand (Lge)
- 1 Watch Stand (Med)
- 1 Watch Stand (Sml)
- 15 C-Clip Adapters (to be used with any Timex notched C-Clip)
- 1 Set of Graphics for Main Back Wall (Ironman, Expedition) TIMEX Branding on Reverse of all



Size: 81.5x19x42 cm, weight approx. 10kgs

**Small in-case Display TE0518**

- 1 Main Base
- 1 In Counter Back Wall 7"
- 1 High Platform
- 20 Injection molded C-Clips (Lomb Art Standard)
- 20 T-Feet (Lomb Art Standard)
- 1 Watch Stand (Lge)
- 1 Watch Stand (Med)
- 1 Watch Stand (Sml)
- 5 C-Clip Adapters (to be used with any Timex notched C-Clip)
- 1 Set of Graphics for Main Back Wall (Ironman, Expedition) TIMEX Branding on Reverse of all



Size: 42x19x42 cm, weight approx. 6kgs

**18 Piece Spinner TIMTOCS13**





Timex is one of the world's leading watch brands.

Internationally, Timex covers a wide range of categories, from classic style dress watches, to basic digitals, performance sport products and outdoor adventure watches. In Australia, Timex focuses on the sports market, due to the healthy lifestyles of the Australian population.

The Timex Sport Collection provides cutting edge designs and state-of-the-art technology that complement and withstand any active lifestyle.

Innovative technology helps every athlete from the elite to the beginner, train smarter. Dynamic styling takes the wearer from the workout to the workplace.

**The Brand:**

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- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>↘ 150 year Timex heritage – international icon &amp; easily recognised</li> <li>↘ Inventor of wrist watch</li> <li>↘ The worlds best selling performance watch</li> <li>↘ Technological leader</li> <li>↘ One of only 4 watch brands flight certified by NASA</li> </ul> | <ul style="list-style-type: none"> <li>↘ Great new on-trend colour/ fashion additions in range</li> <li>↘ One brand footprint – 3 product ranges (Sports – Expedition – Originals)</li> <li>↘ Massive media exposure – Ironman events drive in store sales</li> </ul> |
|---|---|

**Timex Key Specifications:**

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- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>↘ INDIGLO® NIGHT LIGHT</li> <li>↘ Opening price point \$79 -\$119 for new fashion interval trainer digitals- youth market</li> <li>↘ 3 year warranty and 50-100m WR on Sports</li> </ul> | <ul style="list-style-type: none"> <li>↘ HRM and GPS high performance product</li> <li>↘ Lap Timers, count down timers, touch screens, tap screens – Timex has a wide range of products and functions</li> </ul> |
|---|--|



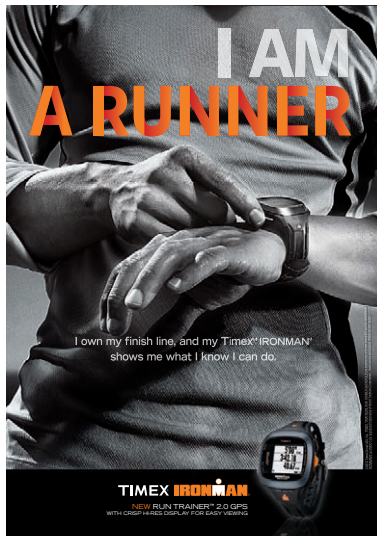
## IN STORE VISUALS

### In Store Posters & Lightboxes

Winter 14 visuals available for use FEB 2014 – JUNE 2014.

Posters and visuals available for selection:

①



②




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Our posters and visuals provide maximum impact at store level. Please contact your Designa representative with dimensions to order.

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### Window Decals

Timex window decals provide maximum impact at store level.




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Decal requests can be submitted to your Designa Representative or contact Designa Marketing Department on (02) 8543 4600 or email [posters@designa.com.au](mailto:posters@designa.com.au)

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## MERCHANDISING GUIDELINES

### Key Steps:

- First separate your Timex product by category (Sports, Marathon & Expedition)
- Keep products in their families and use blocks and platforms to add height and interest to your display
- Ensure that the watches are equally spaced and are sitting at the same angle on c-clips to ensure visibility to the customer
- Position products in a slightly staggered formation where appropriate to ensure

all watches are visible and to avoid the display looking too cluttered.

- Ensure all price tags are tucked behind C-Clip and are not visible in the display
- Relevant support visuals & display cards must be used to compliment the display
- Contact your Timex sales representative for further assistance with your in store display.

## TOWER DISPLAY

### • TOP SHELF

Advanced sports styles - keep families/ collections together

### • MIDDLE SHELF

Ironman product to the left, followed by Marathon then Expedition styles to the right of the display.

### • BOTTOM SHELF

Timex Originals - Block by style, separating weekender slip thru and easy readers.



## WINDOW DISPLAY

- LEFT SIDE OF DISPLAY - Advanced/ Sports
- CENTRE OF DISPLAY - Sports/ Ironman Product
- RIGHT SIDE OF DISPLAY - Marathon/ Expedition



## TIMEX AUSTRALIA EVENTS

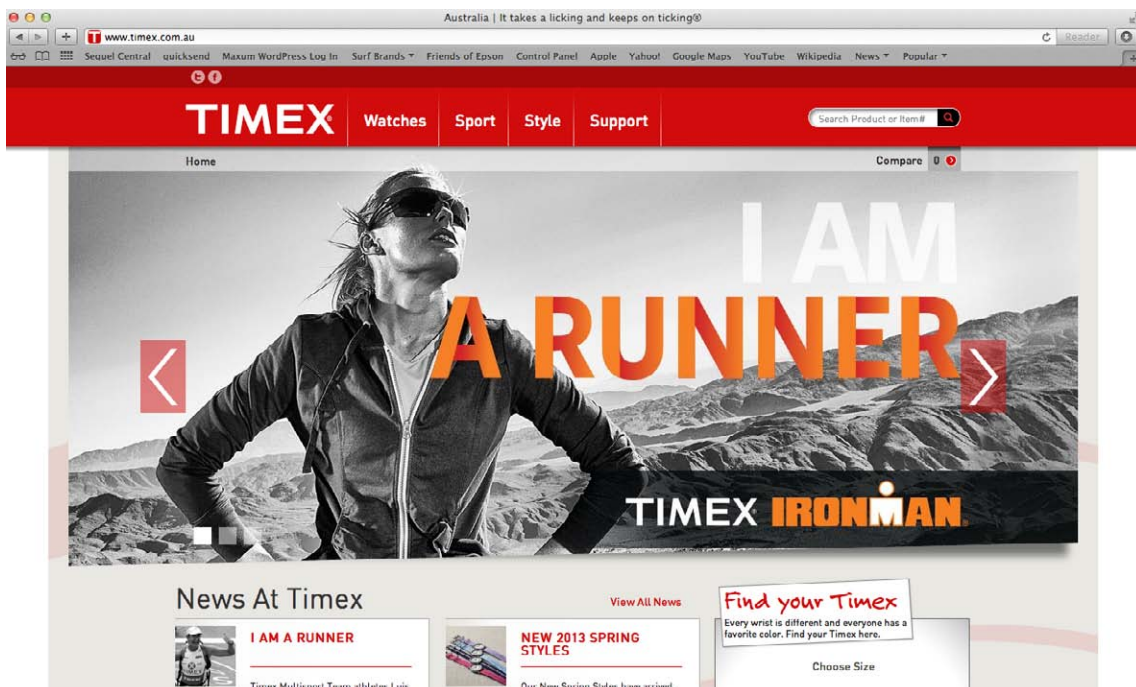
Timex is proud to support Australian sporting events every year that allows athletes to become champions.



## ONLINE

### TIMEX AUSTRALIA WEBSITE

Stay up to date on the latest Timex products at [www.timex.com.au](http://www.timex.com.au)





**ONLINE**

**Web Banners**




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Web Banners can be provided for your store website.  
Please contact the Designa Marketing Department  
to arrange artwork on (02) 8543 4600

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**EDM Template**

**I AM A RUNNER**  
**TIMEX IRONMAN**  
**#IMARUNNER**

**Introducing Our Smallest, Thinnest, Full-Feature GPS Watch yet!**

**NEW**  
**RUN TRAINER™ 2.0 GPS**  
WITH CRISP HI-RES DISPLAY

Feel the freedom of running again with pace, speed and distance on a highly customizable, easy to read display. Our most advanced GPS yet, the Timex Run Trainer 2.0 features 50m water resistance and online performance review and storage functions.

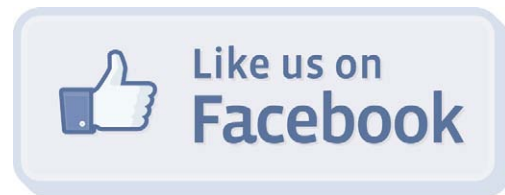
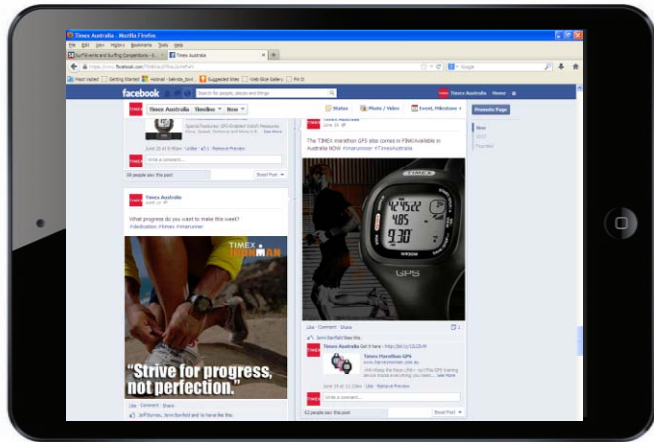
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For personalised EDM requests to send to your store's database, please contact the Designa Marketing Department on (02) 8543 4600

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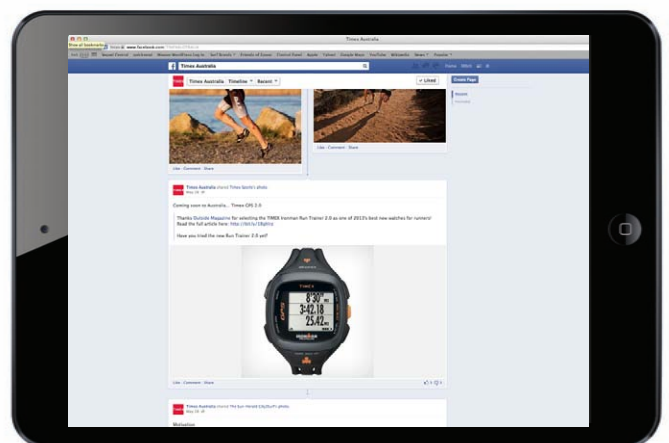
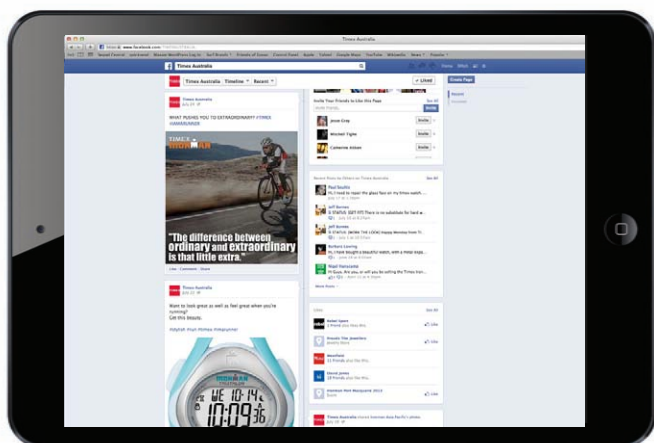
## ONLINE - Social Media

Designa Accessories can assist you to grow your Timex business through Social Media platforms and engage your Timex consumers through social media.



[www.facebook.com/timexaustralia](http://www.facebook.com/timexaustralia)

1. Personalised Timex posts to call out products and trends to your Facebook fan base.



2. Re-post International Timex Watches posts and share to your Facebook fan base.

3. "Call to action" posts can be created to call out events and promotions in store eg. GWP launches.



Twitter Handle  
@TimexAustralia



YouTube Website  
[youtube.com/TimexAustralia](http://youtube.com/TimexAustralia)

For more information contact the Designa marketing department on (02) 8543 4600 or [btowler@designa.com.au](mailto:btowler@designa.com.au)

## INSTORE TOOLS

### Training Manuals

**TIMEX TRAINING MANUAL**

Timex is one of the world's leading watch brands.

Internationally, Timex covers a wide range of categories, from classic style dress watches, to basic digital, performance sport products and outdoor adventure watches. In Australia, Timex focuses on the sports market, due to the healthy lifestyles of the Australian population.

The Timex Sport Collection provided cutting edge designs and state-of-the-art technology that complement and withstand any active lifestyle. Innovative technology helps every athlete, from the elite to the beginner, train smarter. Dynamic styling takes the wearer from the workout to the workplace.

TECHNICAL TERMS		TIMEX WARRANTY	
<b>CHEMOKRAPHY</b>	Another word for stopwatch	<b>3 year limited warranty</b>	3 years on the movement
<b>LAP COUNTER/TIMER</b>	Used as a training tool for runners, cyclists, swimmers. They can record the number of lap and also time of each lap by hitting the start/reset for pause.	<b>2 years on the battery</b>	2 years on the battery
<b>RECALL</b>	Lap times can be recalled and reviewed on the watch when a workout. Lap memory varies on each Timex Ironman watch between 30 laps - 150 lap memory.	<b>1 year on the band/strap</b>	1 year on the band/strap
<b>INTERVAL TIMERS</b>	A series of countdowns can be set for different times and the user will be alerted by a tone. These interval times can be repeated if necessary. Ideal for any type of interval training.	<b>KEY SELLING FEATURES</b>	
<b>INDIGLO</b>	A night light - by hitting the INDIGLO button, the watch dial lights up for 3 seconds.	<ul style="list-style-type: none"> <li>100 hour chronograph</li> <li>Lap memory recall</li> <li>Lap counter</li> <li>24 hour countdown timer</li> <li>Alarm</li> <li>Multiple timezones</li> <li>Durable straps</li> <li>Forward/backward setting for easy use</li> <li>INDIGLO® night light night mode feature</li> <li>Up to 100m water resistance</li> </ul>	

Please check individual models for specifications (see catalogue)

**TIMEX IRONMAN**

### Cheat Sheets

Introducing the  
**Timex Marathon GPS Watch**

An affordable GPS watch for runners and walkers who simply want speed + distance on their wrist during a workout.

GPS CALORIES BURNED 100 LAP B HR

**KEY FEATURES:**

- Fast and accurate GPS - powered by Garmin®
- Peak, Speed and Distance - Current or Average Pace
- Calories Burned
- Hands-Free Auto-Split Based on Distance
- 30 Workout Memory (100 Laps per workout)
- Data Review Mode
- Five Alarms
- Workout Timers in Miles or Kilometers
- Two Time Zones - Manual Setting or World Time Selection - 100 Cities
- 8-Hour Battery Life in GPS Mode
- Rechargeable Lithium Battery with Cable

**TIMEX**

**TIMEX IRONMAN®**

**NEW RUN TRAINER™ 2.0 GPS**  
WITH CRISP HI-RES DISPLAY FOR EASY VIEWING

-Hold until the watch beeps once (about four seconds) to turn on the Night-Mode® feature

-Hold until the watch beeps twice (about six seconds) to turn on Constant On.

-Return to the previous menu

-Move to the next display when at CHRONO and INT modes

-Highlight the previous item in the menu

-Stop a workout

-Save a stopped workout

-Open /select a menu option

-Highlight the next item in the menu.

-Start a workout

-Take a split

**KEY FEATURES**

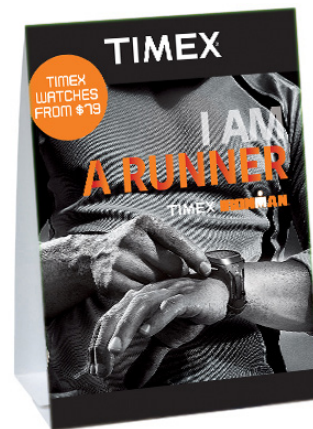
EASY TO USE	FOOT POD COMPATIBLE	INTERVAL TIMER MODE
GPS	INDIGLO NIGHTLIGHT	VIBRATION ALERTS
WIRELESS ANT+™ RADIO	PC CONNECTIVITY	REVIEW MODE
HEART RATE SENSOR	CHRONO MODE	INTERCHANGEABLE DISPLAY

### Gift With Purchase

For use in store at key trading periods.  
GWP's can be supplied while stock lasts.



### Talker Card



### Timex Links, Training Sites & Reviews

- [www.timex.com.au](http://www.timex.com.au)
- <https://timextrainer.trainingpeaks.com>
- [www.facebook.com/timexaustralia](https://www.facebook.com/timexaustralia)
- [www.youtube.com/timexaustralia](https://www.youtube.com/timexaustralia)
- [www.dcrainmaker.com](http://www.dcrainmaker.com)



## CUSTOMER SERVICE & WARRANTY INFORMATION

Designa Accessories has its own in-house Customer Service Centre to help you & your customers with any and all enquiries regarding 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 makers and technicians.

Call the Service Centre directly on:  
(02) 8543 4600

### 3 Year Limited Warranty

This warranty is void if the watch is opened by anyone other than the Designa Accessories Customer Service Centre.

3 Years – On movement from the date of purchase (does not include the crown)

2 Years – On battery from the date of purchase. As part of any battery replacement.

1 Year – On bands/straps. Due to irregularities in wear and tear of each individual's watch, the plating (finishing) of the watch is only guaranteed to sustain standard (factory tested) wear and tear. The lens is not covered under this warranty.

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").

### ALL WARRANTY CLAIMS MUST BE ACCOMPANIED BY A PROOF OF PURCHASE RECEIPT CLEARLY DISPLAYING THE ORIGINAL PURCHASE DATE OF THE WATCH

Please Note: Designa Accessories reserves the right to repair or replace any warranty watch with an equivalent style.

### Repairs Procedure:

Please help us to ensure that your customer's watch is repaired or serviced in the most efficient manner by noting the following:

1. When returning a watch to us for repair, please ensure that it is accompanied by the following information:

- Store name, address and reference no.
- Store phone number and contact name
- Warranty slip & proof of purchase
- A short explanation as to the suspected or known problem
- Return address during business hours

For security and tracking purposes, please ensure that the watch is returned via registered post or courier to: Designa Accessories, PO Box 2576, Taren Point NSW 2229 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 (i.e.. bubble-wrap).

2. When a watch is received at Designa Accessories, it is registered by store name and docket number.

- It is then passed to one of our qualified watchmakers for inspection.
- If the watch is covered under warranty (as per accompanying warranty slip & proof of purchase) the watch will be repaired at no cost.
- If the watch is out of warranty, we will provide you with a quotation and await your advice as to whether or not the customer would like us to proceed with the repair.
- Once completed, the repair is then dispatched via courier.

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