

## SEIKO

2016 FALL PRODUCT COLLECTION

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Seiko Announces a Partnership with PADI, The World's Largest Diving Network.

Since the launch of Seiko's first diver's watch in 1965, the leading watchmaker has brought to professional divers a stream of innovative new technologies and designs that have made diving safer and easier for the professional and recreational diver alike.

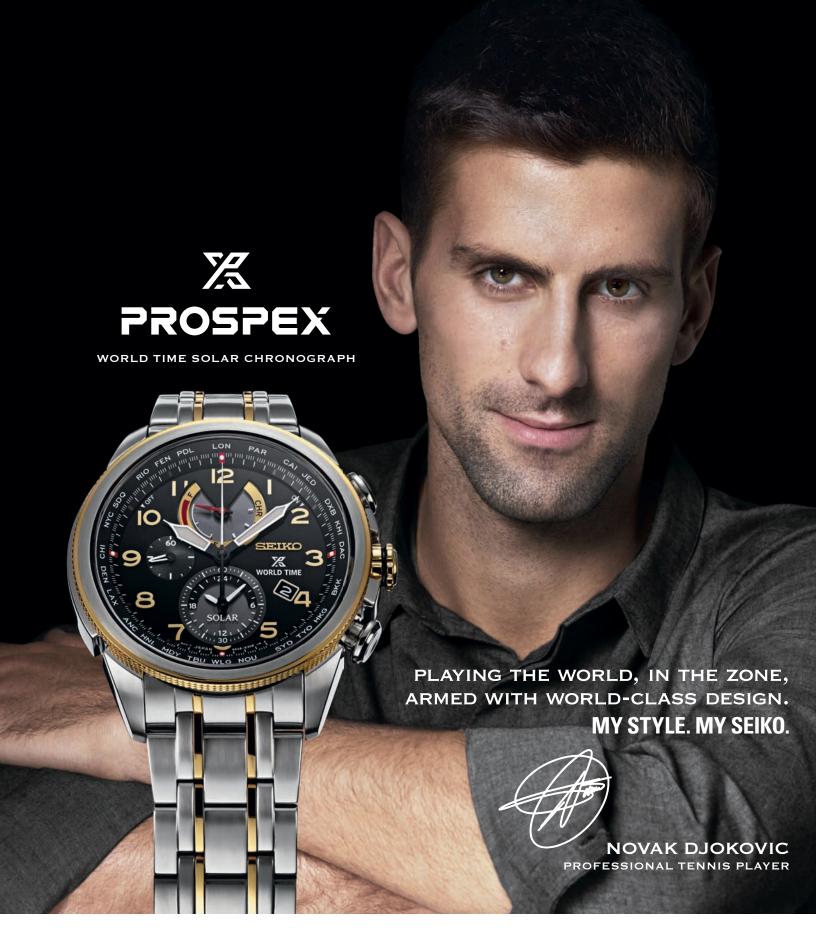
To celebrate and promote this partnership, two Prospex PADI Special Editions will be released in Fall 2016.



SUN065 page 8



SRPA21 page 8



## **SEIKO**

## **Z PROSPEX** RΛDIO SYNC SOLAR

#### RADIO SYNC SOLAR WORLD TIME CHRONOGRAPH

Powered by light energy • Radio controlled: automatically receives radio signals to precisely adjust the time and calendar 6-month power reserve once fully charged • Signal reception and result indicator • World time function (25 time zones) • 24 hour indicator Power save function • Hour, minute, and small second hands • Chronograph measures up to 60 minutes in 1/5-second increments with split time measurement function • When the measurement reaches 6 hours, the stopwatch automatically stops counting • Date calendar Rotating bezel • LumiBrite hands and markers • Hardlex crystal with anti-reflective coating • Screwdown crown • Glass caseback • Caliber 8B92







\$\$G001 \$750 48.0mm Flight Computer Rotary slide rule bezel

#### LIMITED EDITION









SSG007 \$895

PATRIOTS JET TEAM LIMITED EDITION: 2,000 Pieces Serial number marked on caseback 48.0mm

Official Patriots Jet Team challenge coin included Flight Computer Rotary slide rule bezel Black ion finish



WORLD TIME SOLAR CHRONOGRAPH WITH POWER RESERVE INDICATOR
Powered by light energy • 6-month power reserve once fully charged • World time function (25 cities) with hour and minute display
Power reserve indicator • Daily alarm • Chronograph measures up to 24 hours in ¹/₅-second increments with split time measurement function
Date calendar • LumiBrite hands and markers Sapphire crystal • Screwdown caseback • Caliber V195

## NATIONALLY ADVERTISED MODEL





SSC507 \$475 42.0mm



29665 18610 2

SSC508 \$495 42.0mm





42.0mm Leather strap



#### KINETIC GMT DIVER

Powered by movement • Environmentally friendly • 6-month power reserve once fully charged • Power reserve indicator function GMT Indicator • Date calendar • One way rotating elapsed timing bezel • LumiBrite hands and markers Sapphire crystal with anti-reflective coating • Screwdown crown, pusher, and caseback • Caliber 5M85







SUN065 \$725 PADI SPECIAL EDITION 47.5mm Silicone strap

#### **AUTOMATIC DIVER**

Hand and automatic winding capabilities • 21,600 vibrations per hour • Power reserve: approximately 41 hours • 24 jewels • Day/Date calendar Screwdown crown and caseback • One way rotating elapsed timing bezel • LumiBrite hands and markers • Caliber 4R36





SRPA21 \$525 PADI SPECIAL EDITION 45.0mm



#### **WORLD TIME SOLAR CHRONOGRAPH WITH POWER RESERVE INDICATOR**

Powered by light energy • 6-month power reserve once fully charged • World time function (25 cities) with hour and minute display Power reserve indicator • Daily alarm • Chronograph measures up to 24 hours in 1/5-second increments with split time measurement function Date calendar • LumiBrite hands and markers • Sapphire crystal with inside anti-reflective coating • Screwdown crown and caseback • Caliber V195



SOLAR MONDO TRO WILL NO

29665 18615 <sub>7</sub> SSC489 \$595 44.5mm

Silicone strap

### SOLAR

Powered by light energy • 10-month power reserve once fully charged • Date calendar • Rotating bezel • LumiBrite hands and markers

Screwdown crown and caseback • Caliber V157





SNE423 \$350 46.0mm Silicone strap



## SEIKO

### COUTURA RADIO SYNC SOLAR

#### RADIO SYNC SOLAR WORLD TIME CHRONOGRAPH

Powered by light energy • Radio controlled: automatically receives radio signals to precisely adjust the time and calendar 6-month power reserve once fully charged • Signal reception and result indicator • World time function (25 time zones) • 24 hour indicator Power save function • Hour, minute, and small second hands • Chronograph measures up to 60 minutes in 1/5-second increments with split time measurement function • When the measurement reaches 6 hours, the stopwatch automatically stops counting • Date calendar LumiBrite hands and markers • Sapphire crystal • Screwdown crown • Glass caseback • Caliber 8B92

#### NATIONALLY ADVERTISED MODEL





\$\$G009 \$595 44.5mm Cabochon crown





\$\$G010 \$650 44.5mm Cabochon crown

## COUTURA

### **AUTOMATIC**

Hand and automatic winding capabilities • 21,600 vibrations per hour • Gold plated balance wheel • 24 hour indicator Power reserve: approximately 41 hours • 24 jewels • Sapphire crystal • Screwdown see-through caseback • Caliber 4R39





SSA314 \$525 43.5mm Cabochon crown





\$\$A313 \$475 43.5mm Leather strap Rose gold highlights Cabochon crown



Powered by light energy • 6-month power reserve once fully charged • Date calendar • Sapphire crystal • Caliber V137







SUT308 \$425 29.0mm 10 Diamonds Mother-of-pearl dial Cabochon crown



SUT310 \$425 29.0mm 10 Diamonds Mother-of-pearl dial Cabochon crown



## SEIKO



SUP323 \$475 20.5mm 24 Diamonds Mother-of-pearl dial

#### NATIONALLY ADVERTISED MODEL



SUP325 \$495 20.5mm 24 Diamonds Mother-of-pearl dial

#### LIMITED EDITION







26 Diamonds Mother-of-pearl dial Rose gold highlights



Powered by light energy • 12-month power reserve once fully charged • Caliber V116



SUP331 \$525 15.5mm 26 Diamonds Mother-of-pearl dial





SUP332 \$550 15.5mm 26 Diamonds Mother-of-pearl dial Rose gold highlights













Powered by light energy • 10-month power reserve once fully charged • Date calendar • Sapphire crystal • Screwdown caseback Caliber V157





SNE428 \$425 41.5mm 9 Diamonds Cabochon crown





41.5mm 9 Diamonds Leather strap Rose gold highlights Cabochon crown

#### **SOLAR CHRONOGRAPH**

Powered by light energy • 6-month power reserve once fully charged • 24-hour indicator • Hour, minute, and small second hands Chronograph measures up to 60 minutes in 1/5-second increments with split time measurement function • When the measurement reaches 60 minutes, the stopwatch automatically stops counting • Date calendar • LumiBrite hands and markers • Screwdown caseback • Caliber V175





**SSC511** \$375 43.0mm





\$\$C513 \$350 43.0mm Leather strap

#### **AUTOMATIC**

Self-winding • 21,600 vibrations per hour • 21 jewels • Day/Date calendar • Screwdown see-through caseback • Caliber 7S26



**SNKN99** \$265 45.0mm



**SNKP01** \$265 45.0mm

Powered by light energy • 12-month power reserve once fully charged • Caliber V115

Made with Swarovski® crystals









#### **SOLAR CHRONOGRAPH**

Powered by light energy • 6-month power reserve once fully charged • 24-hour indicator • Hour, minute, and small second hands • Chronograph measures up to 60 minutes in 1/5-second increments with split time measurement function • When the measurement reaches 60 minutes, the stopwatch automatically stops counting • Date calendar • LumiBrite hands and markers • Screwdown caseback • Caliber V175

### **SPECIAL EDITION**







SSC505 \$450
JIMMIE JOHNSON SPECIAL EDITION
Signature on caseback
44.5mm
Additional silicone band and
band changing tool included





Powered by light energy • 10-month power reserve once fully charged • Date calendar • Caliber V157







**SNE430** \$325 41.0mm 8 Diamonds

#### SOLAR

Powered by light energy • 12-month power reserve once fully charged • Caliber V115



**SUP865** \$295 39.0mm Ladies' model page 25 (SUP343)



\$UP864 \$325 39.0mm Ladies' model page 25 (SUP344)

#### **AUTOMATIC**

Hand and automatic winding capabilities • 21,600 vibrations per hour • Power reserve: approximately 41 hours • 23 jewels • Date calendar Screwdown see-through caseback • Caliber 4R35



#### **AUTOMATIC**

Hand and automatic winding capabilities • 21,600 vibrations per hour • Power reserve: approximately 41 hours • 24 jewels • Day/Date calendar LumiBrite hands and markers • Screwdown see-through caseback • Caliber 4R36





SRP713 \$325 43.5mm Leather strap





SRP715 \$325 43.5mm Leather strap





**SUP333** \$425 26.5mm 20 Diamonds Mother-of-pearl dial



0 29665 18637 9 30m SUP335 \$450 26.5mm 20 Diamonds Mother-of-pearl dial

**SOLAR** 

Powered by light energy • 6-month power reserve once fully charged • Date calendar • Caliber V137





**SUT315** \$225 27.0mm





27.0mm

#### **SOLAR**

Powered by light energy • 6-month power reserve once fully charged • Date calendar • Caliber V137

Made with Swarovski® crystals



SUT311 \$295 29.0mm Mother-of-pearl dial



SUT312 \$325 29.0mm Mother-of-pearl dial



SUT314 \$325 29.0mm Mother-of-pearl dial

#### **SOLAR**

Powered by light energy • 12-month power reserve once fully charged • Caliber V115

Made with Swarovski® crystals



20.5mm

Mother-of-pearl dial



SUP340 \$350 20.5mm Mother-of-pearl dial Rose gold highlights



\$\frac{1}{29665} \frac{1}{18640} \frac{1}{1864





**SUP336** \$295 19.0mm







**SUP338** \$295 19.0mm





**SUP343** \$295 27.0mm Men's model page 21 (SUP865)





**SUP344** \$325 27.0mm Men's model page 21 (SUP864)

# RADIO SYNC SOLAR WORLD TIME CHRONOGRAPH (Caliber 8B92)

#### **Features**

- Radio signal reception (both automatic and manual)
- Radio signal level and result indicator
- World Time Function (25 cities)
- Chronograph measures up to 60 minutes
- Power save function
- No battery change required

#### **Automatic reception**

- The watch sets the time and date by automatically receiving a radio signal at 2:00 AM, 3:00AM, and 4:00 AM.
- It takes up to 12 minutes to receive a radio signal. Do not move the watch or operate the crown or buttons while it is receiving radio signals.
- To improve radio signal reception, place the watch in a place where it can easily receive a radio signal, such as a window.

#### How to check reception status

- Press button "B" once and release
- The second hand indicates the latest reception results of a radio signal for 5 seconds
  - If reception was successful, the second hand points to Y (10-second position)
  - If reception had failed, the second hand points to N (20-second position)

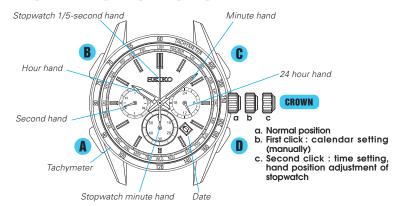
#### How to conduct manual reception

- Press and hold button "B" for 3 seconds. The watch will start to receive a radio signal.
- Put the watch down and leave untouched for up to 12 minutes.
- During reception, the second hand will point to the reception status.



- H High level of reception (50-second position) L - Low Level of reception (40-second position)
- N No radio signal received/reception has failed (20-second position)
- When radio reception has completed, the second hand starts moving in 1-second increments and the watch resumes normal function.

#### **DISPLAY & BUTTONS**



#### How to Select the Time Zone/ Display of World Time

- Press Button "A" for 3 seconds and release it when the stopwatch 1/5-second hand starts to move clockwise.
- Press button "A" (Counter-clockwise movement) or "B" (clockwise movement) to move the stopwatch 1/5-second hand to the desired time zone/city.
- The hour and minute hands begin to move to display the time in the selected area.
- If there is no activity for 10 seconds after the hour hand stops, the stopwatch 1/5-second hand automatically switches to the 0-position and the watch resumes normal function.
- During daylight saving time, add one hour to the time zone of the desired area (e.g. In Chicago, during daylight saving time, set the time zone city to New York).

#### **Stopwatch Functions**

#### Standard Measurement

Press button "C" to start, stop and restart.

Press button "D" to reset.

#### **Accumulated Elapsed Time Measurement**

Press button "C" to start, stop and restart.

Press button "D" to reset.

#### **Split Time Measurement**

Press button "C" to start.

Press button "D" to measure split time and then again to release split time.

Press button "C" to stop. To reset press button "D".

#### **Measurement of Two Competitors**

Press button "C" to start.

Press button "D" for finish time of first competitor.

Press button "C" when 2nd competitor finishes

Press button "D" to display finish time of 2nd competitor.

Press button "D" to reset.

# RADIO SYNC SOLAR WORLD TIME CHRONOGRAPH (Caliber 8B92)

When using the watch in an environment where it is unable to receive radio signals, the time and date can be manually set.

#### How to manually adjust the time

- Pull the crown out to the second click. The second hand will stop at the 0-second position.
- Press button "A" (counter-clockwise movement) or button "B" (clockwise movement) to adjust the time.
- If buttons "A" and "B" are pressed quickly, the time will advance time in 1-minute increments. If pressed and held for 2 seconds, the hands will start to move continuously. Press button "A" or "B" again to stop.
- Push crown back to normal position.

#### How to manually adjust the date

- Pull the crown out to the first click. The second hand will stop at the 30 second position.
- Press button "A" until the correct date appears in the date window. Press once for small adjustments, press and hold for continuous movement. Press again to stop.
- Push crown back to normal position.

<sup>\*</sup>When watch receives a radio signal after setting the time or date manually, it will display the time based on the radio signal information that is received.

# WORLD TIME SOLAR CHRONOGRAPH WITH POWER RESERVE INDICATOR (Caliber V195)

#### **Features**

- World time indicator (25 cities)
- Chronograph can measure up to 24 hours in ¹/₅ second increments.
- Daily Alarm
- Power reserve indicator
- No battery change required

#### How to Set Main Time and Calendar

- Pull the crown out to the second click when the small second hand is at the 12 o'clock position.
- Turn the crown to set the main dial time.
- Push the crown back in, then pull the crown out to the first click.
- Turn the crown clockwise until the desired date appears.
- Push crown back to normal position.

#### How to Set Time on Alarm Sub Dial (6 o'clock position)

- Pull the crown out to the second click. The mode indicator should point to "WT".
- Press button "A" to select the world time city where you are currently located. With each press the 1/5 second hand will advance by one city/ time zone.
- Press button "B" to adjust the time in 24 hour format. (Time should be set to match the main time.) Press quickly for 1-minute adjustments; press and hold for fast-forward adjustments.
- Push the crown back to normal position.

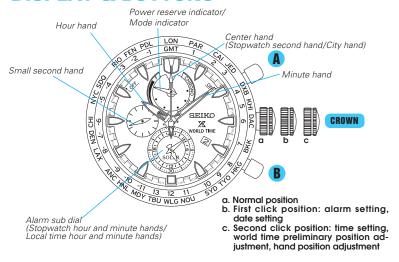
#### How to Select the Time Zone

- Press button "B" for 3-4 seconds. The mode indicator should point to "WT".
- Press button "A" (clockwise movement) or button "B" (counter-clockwise movement) to advance 1/5 second stopwatch hand to select the desired city.
- The local time of the selected city is now displayed on 6 o'clock sub dial.
- After 10 seconds, the watch will return to normal functioning.

#### How to Set the Alarm

- Before setting the alarm, make sure the time on the Alarm sub dial (6 o'clock position) is set to the current local time.
- Pull the crown out to the first click. The mode indicator should point to "AL".
- Press button "A" once and the 1/5 second hand will point to "On" (9 second position) or "Off" (51 second position).
- Press button "B" to advance the hands on the 24 hour alarm sub dial to the desired alarm time.
- Push crown back to normal position.
- When the alarm sounds, press button "A" or "B" to silence it.

#### **DISPLAY & BUTTONS**



#### **How to Use Alarm Demonstration Button**

- Pull out crown to first click position.
- Press button "A" for 3-4 seconds and the alarm will sound.

#### **Stopwatch Functions**

#### **Standard Measurement**

Press button "A" to start or stop.

Press button "B" to reset.

#### **Accumulated Elapsed Time Measurement**

Press button "A" to start, stop and restart.

Press button "B" to reset.

#### **Split Time Measurement**

Press button "A" to start.

Press button "B" to measure split time and then again to release split time.

Press button "A" to stop. To reset press button "B".

#### **Measurement of Two Competitors**

Press button "A" to start.

Press button "B" for finish time of first competitor.

Press button "A" when 2nd competitor finishes.

Press button "B" to display finish time of 2nd competitor.

Press button "B" to reset.

#### **AUTOMATIC** Seiko Series SRP (4R35,4R36), SSA (4R38,4R39)

#### **Features**

- · Hand wind and automatic wind
- Overwind protection function
- · Power reserve indicator

#### How to Wind the Main Spring

This watch is an automatic watch equipped with a manual winding mechanism.

- When the watch is worn on the wrist, the motion of the wearer's arm winds the mainspring of the watch.
- If your watch is completely stopped, it is recommended that you manually wind the mainspring by turning the crown clockwise.

#### How to Set Time and Date (4R35)

- Pull out the crown to the first click. (The second hand continues moving and the accuracy of the watch is unimpaired).
- Turn the crown counterclockwise until the date hand points to the previous day's date.
  - Example: if today is the 6th of the month, the date display should indicate the previous date, the 5th.
- Pull the crown out to the second click when the second hand is at the 12 o'clock position. (The second hand stops on the spot). Turn the crown to advance the hour and minute hands until the
  - date changes to indicate the current date. The time is now set for the a.m. period. Advance the hands to set the correct time taking a.m. and p.m. into consideration.
- Push the crown back into the original position.

#### Note:

- The mechanism of mechanical watches is different from that of quartz watches. When setting the time, be sure to turn back the minute hand a little behind the desired time and then advance it to the exact time
- Do not set the date between 9:00 p.m. and 1:00 a.m. If you do, the date may not change properly and it may cause a malfunction.

#### • 4R35 • 4R37 Hour hand Hour hand Minute hand 24-hour hand Minute hand

CROWN a) Normal position

b) First click position

Second hand

winding up the mainspring (manual operation) date settina time setting c) Second click position :

Date

Second hand

#### How to Set Time Day and Date (4R36)

NAMES OF THE PARTS

- Pull out the crown to the first click. (The second hand continues moving and the accuracy of the watch is unimpaired).
- Turn the crown clockwise to set the day.
- To set the date, turn the crown counterclockwise until the previous days date appears.
- Pull the crown out to the second click when the second hand is at the 12 o'clock position. (The second hand stops on the spot). Turn the crown to advance the hour and minute hands until the date changes to indicate the current date. The time is now set for the a.m. period. Advance the hands to set the correct time taking a.m. and p.m. into consideration.
- Push the crown back into the original position.

#### How to Set Time Day and Date (4R38, 4R39)

- Pull out the crown to the first click when the second hand is at the 12 o'clock position. (The second hand stops on the
- Turn the crown to set the hour and minute hands to the correct time.
- Push the crown back into the original position.

10:08

Cal. 4R39 has a 24-hour hand, which moves correspondingly with the hour hand. When setting the time, check that the 24-hour hand is correctly set 24-hour hand



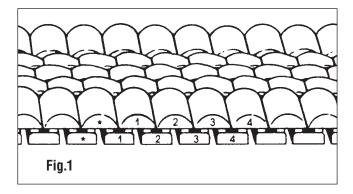
Seiko bracelets are designed to be elegant and durable, as well as easy to adjust.

#### **PRO TIPS**

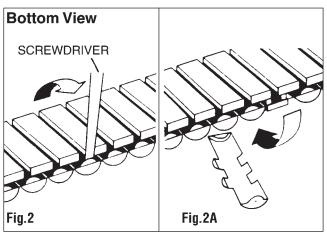
- Before "sizing," estimate the number of links you'll want to remove, and remove sections, rather than individual links, when you can.
- If you are only making a small adjustment, check to see if it can be made by adjusting the clasp mechanism before you start removing links.
- · Save the removed links.
- Work on a flat surface so the links stay aligned.
- On expansion bracelets, remove links from near the center of the watchband.
- On clasp bracelets, remove an equal number of links from the bracelet on each side of the clasp.

#### **LOCKING TAB BRACELETS**

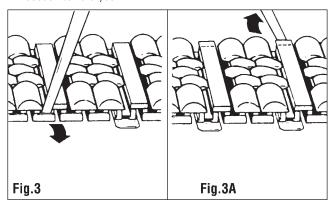
- Many bracelets, particularly expansion bracelets in a "topshell and bottom box" design, are locked together by bent tabs of metal. To size these bracelets:
- 2. Place the band upside down and use a thin blade to pull out and straighten the tab on one end of a topshell.
- 2A. Lift the band, pivot the end of the topshell with the straightened tab away from the band and "unhook" the other hand to free the topshell. Put this topshell aside for reassembly. Repeat this procedure, on the topshell at the other end of the section you want to remove.



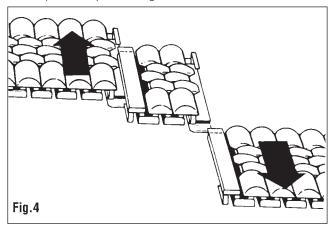
- 3. Place the band rightside up so you can see the "top boxes" you have exposed by removing topshells. Next, use a thin blade to pull out and straighten the flaps on the bottom boxes diagonally to the left of the topshells you have removed.
- 3A. Then straighten the flaps on the exposed top boxes.



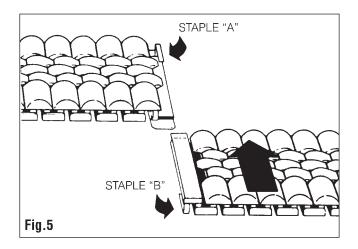
Keeping the bracelet on a flat surface, slide the left hand section of the bracelet away from you as you pull the right hand section toward you.



- 5. Remove the unwanted section and align the two parts of the band for reassembly. "Staple A," the small hook on the left hand section, should slide into the top box on the right hand section above the spring. "Staple B," on the right hand section should slide into the bottom box on the available left hand section.
- 6. Gently "close" the flaps on the top and bottom boxes. Do not use pliers they can damage a bracelet.



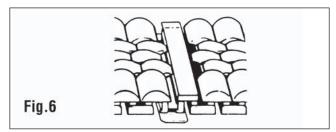
- Take the first topshell you removed and hook its unbent end into the bracelet over the top box flap. Pivot it into place.
- 7A. Rebend and insert the tab to lock the topshell into position.



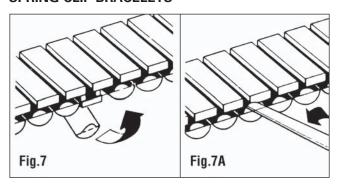
#### **SCREW PIN BRACELETS**

These bracelets are easy to size. Unscrew the pins that hold the links you wish to remove, remove those links, reassemble the band, and re-insert a screw to hold it together.

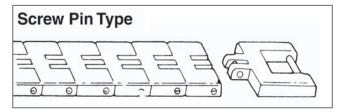
Note that in some bracelets, not all links have accessible screws.



#### **SPRING CLIP BRACELETS**



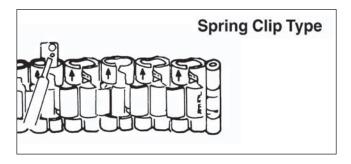
These bracelets can be quickly sized, once you know how. Looking at the underside of the bracelet, place a pointed object into a spring clip you want to remove and slide the spring clip in the direction of the arrow. Once you have removed the appropriate number of links, align the remaining parts of the bracelet and put one of the spring clips you removed back in to join the bracelet back together.



#### **SPLIT PIN TYPE (SIZING CODE I)**

Push the pin in with the SEIKO Multiple Band Sizing tool or a common band sizing tool in the direction of the arrow and the pin will be removed from the link.

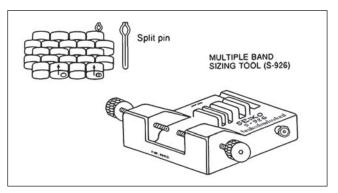
After removing the appropriate number of links, reassemble the links and insert the pin using the sizing tool in the opposite direction of the arrow.



#### PIN AND SPLIT PIPE TYPE (SIZING CODE C)

Push the pin in with the sizing tool in the direction of the arrow and the pin and a pipe can be taken out.

Remove the appropriate number of links.



#### REASSEMBLY

Type A

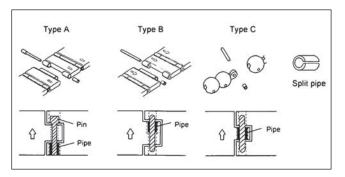
Reassemble the links, place the pipe into the hole of the link and insert the pin in the opposite direction of the arrow.

Type B

Place the pipe into the hole of the link, reassemble the links and insert the pin in the direction of the arrow.

Type C

Place the pipe into the hole of the link, reassemble the links and insert the pin.



Seiko has introduced a bracelet sizing coding system, adding a sizing code on each bracelet after the Band # with a dot in-between as shown below. The bracelet code can be found on the back of the bracelet either on the end piece, clasp, or on the links.



See Operational Guide for detailed instructions on bracelet sizing codes.

MODEL	PAGE	RETAIL	CRYSTAL	WATER RESISTANCY	MOVEMENT	BATTERY LIFE	LUMINOUS	CLASP	CASEBACK
SNE423	9	\$350.00	Н	100M	Solar	10-month reserve	Hands & Markers	Buckle	Screw
SNE427	17	\$375.00	S	100M	Solar	10-month reserve	-	Push 3 fold	Screw
SNE428	17	\$425.00	S	100M	Solar	10-month reserve	-	Push 3 fold	Screw
SNE429	21	\$295.00	Н	100M	Solar	10-month reserve	-	Push 3 fold	Screw
SNE430	21	\$325.00	Н	100M	Solar	10-month reserve	-	Push 3 fold	Screw
SNKN99	18	\$265.00	Н	50M	Automatic	41-hour reserve	-	Push 3 fold	Screw see-through
SNKP01	18	\$265.00	Н	50M	Automatic	41-hour reserve	-	Push 3 fold	Screw see-through
SRP704	22	\$375.00	СН	100M	Automatic	41-hour reserve	-	Push 3 fold	Screw see-through
SRP713	22	\$325.00	СН	100M	Automatic	41-hour reserve	Hands & Markers	Buckle	Screw see-through
SRP715	22	\$325.00	СН	100M	Automatic	41-hour reserve	Hands & Markers	Buckle	Screw see-through
SRPA21	8	\$525.00	Н	200M Diver	Automatic	41-hour reserve	Hands & Markers	Push 3 fold	Screw
SRPA29	22	\$350.00	СН	100M	Automatic	41-hour reserve	-	Push 3 fold	Screw see-through
SSA313	12	\$475.00	S	100M	Automatic	41-hour reserve	Hands & Markers	Buckle	Screw see-through
SSA314	12	\$525.00	S	100M	Automatic	41-hour reserve	Hands & Markers	Push 3 fold	Screw see-through
SSC487	9	\$625.00	S with anti- reflective coating	100M	Solar WT Chrono with Power Reserve	6-month reserve	Hands & Markers	Push 3 fold w/ extender	Screw
SSC489	9	\$595.00	S with anti-	100M	Solar WT Chrono	6-month reserve	Hands & Markers	Buckle	Screw
SSC505	20	\$450.00	reflective coating	100M	with Power Reserve Solar Chronograph	6-month reserve	Hands & Markers	Push 3 fold/ Buckle	Screw
SSC507	7	\$475.00	S	100M	Solar WT Chrono with Power Reserve	6-month reserve	Hands & Markers	Push 3 fold	Screw
SSC508	7	\$495.00	S	100M	Solar WT Chrono	6-month reserve	Hands & Markers	Push 3 fold	Screw
SSC509	7	\$450.00	S	100M	with Power Reserve Solar WT Chrono	6-month reserve	Hands & Markers	Buckle	Screw
SSC511	18	\$375.00	Н	100M	Solar Chronograph	6-month reserve	Hands & Markers	Push 3 fold	Screw
SSC513	18	\$350.00	Н	100M	Solar Chronograph	6-month reserve	Hands & Markers	Buckle	Screw
SSG001	6	\$750.00	H w/ anti-	100M	Radio Sync Solar	6-month reserve	Hands & Markers	Push 3 fold	Glass (fixed)
SSG007	6	\$895.00	reflective coating H w/ anti-	100M	Chronograph Radio Sync Solar	6-month reserve	Hands & Markers	Push 3 fold	Glass (fixed)
SSG009	11	\$595.00	reflective coating	100M	Chronograph Radio Sync Solar	6-month reserve	Hands & Markers	Push 3 fold	Glass (fixed)
SSG010	11	\$650.00	S	100M	Chronograph Radio Sync Solar	6-month reserve	Hands & Markers	Push 3 fold	Glass (fixed)
SUN065	8	\$725.00	S with anti-	200M Diver	Chronograph Kinetic GMT	6-month reserve	Hands & Markers	Buckle	Screw
SUP323	15	\$475.00	reflective coating CH	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP325	15	\$495.00	CH (w/ gold	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP327	15	\$575.00	evaporating) CH (w/ PG	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP329	16	\$425.00	evaporating) H	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP330	16	\$450.00	Н	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP331	16	\$525.00	Н	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP332	16	\$550.00	Н	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP333	23	\$425.00	СН	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP335	23	\$450.00	CH (w/ gold	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP336	25	\$295.00	evaporating) CH	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP338	25	\$295.00	CH	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP339	24	\$295.00	СН	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP340	24	\$350.00	СН	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP342	24	\$325.00	СН	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP343	25	\$295.00	Н	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP344	25	\$325.00	Н	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP345	19	\$250.00	СН	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP346	19	\$275.00	СН	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP864	21	\$325.00	Н	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP865	21	\$295.00	Н	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUT307	13	\$395.00	S	100M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT308	13	\$425.00	S	100M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT310	13	\$425.00	S	100M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT311	24	\$295.00	СН	30M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT312	24	\$325.00	CH	30M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT314	24	\$325.00	CH	30M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT315	23	\$225.00	Н	100M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT316	23	\$250.00	Н	100M	Solar	6-month reserve	-	Push 3 fold	Snap
551510	20	Ψ200.00		.00141	Joidi	o monur roserve		, asii o ioid	Shap

#### **KEY TO FEATURES**

CRYSTAL: H - Hardlex Crystal CH - Curved Hardlex Crystal S - Sapphire Crystal CS - Curved Sapphire Crystal CLASP: DL - Double Locking Clasp F - Folding Buckle 3F - 3-Fold Buckle JC - Jewelers Clasp PBR - Push Button Release Clasp

CASEBACK: SD - Screwdown Caseback

#### SERVICE INFORMATION

For Seiko factory authorized service, there are two fully equipped service centers:

#### SCA SERVICE CENTER

1111 Macarthur Boulevard, Mahwah, New Jersey 07430 Telephone 800.722.4452 or 201.529.3316 Fax 201.529.4525

seikoserviceusa.com

Centro Técnico de Reparación Avenida Roberto Clemente C16, Carolina, Puerto Rico 00985 Telephone 787.750.7190

To order bracelets, links, clasps, batteries, cases, tools, straps, and other spare parts, call toll free:

800.722.4452

Fax 201.529.4543 or 201.529.4525

#### **CUSTOMER SERVICE**

For all inquiries regarding Seiko order status, return authorizations, product information, special orders, product availability or to request instruction booklets, call:

800.782.2510

Para servicio en Español por favor marque:

800.782.2510 ext. 7000

Log on to SCABizNet.com to visit our specially designed online Retail Planner.

SCABizNet allows our retail partners to view, download and transfer all Seiko images, logos, advertising and information materials.



SeikoUSA.com

1111 Macarthur Boulevard, Mahwah, New Jersey 07430

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# THE CORPORATE GIFT AND INCENTIVE COLLECTION

**SEIKO** Corporation of America

## THE CORPORATE GIFT AND - INCENTIVE COLLECTION

No gift is treasured more than the gift of time. The SEIKO Corporate Gift and Incentive collection is designed for these important events when a reward has been earned or a contribution is recognized. Whether the occasion to be celebrated is a service award or an anniversary of a special achievement, a Seiko or Pulsar watch or clock will make it special.

Every timepiece in the SEIKO Corporate Gift and Incentive Collection is timeless in design and built to last, so that the memory of its presentation will endure. When the occasion is truly special, give the gift of time. Give SEIKO.

PLEASE NOTE: These watches and clocks are not for resale purposes.

#### **CUSTOMIZATION SERVICES**

#### **Dial Imprinting**



Imprint your logo or message directly on the watch dial.

#### **Case Back Laser Marking**



The case back can be personalized by laser etched text or logo.

#### Medallion





This page contains medallion specific models. For dial imprint services, a selection of Solar models can also be used. Please reference the Seiko full line catalog for a selection Solar and Quartz models as well as the Pulsar full line catalog. Stainless steel case & bracelet. Water resistant to 30M.

<sup>\*</sup>Not for resale at retail - corporate sales only



QXW440BLH



QHE102GL



QHG106GLH



QHG102GL

Seiko Clocks offer compelling advantages for corporate gift programs. No other timepiece brand has such positive national and worldwide consumer recognition for quality, innovation, design and value.

Many Seiko Clocks may be easily personalized with the recipient's name, a message or corporate logo. We offer professional clock engraving, etching, silkscreening and imprinting services. A selection of brass plaques in the most popular sizes are available for customization. Think of Seiko Clocks for: Awards

Incentives

Awards

- Length-of-Service
- Performance
- Recognition
- Safety Awards
- Business Gifts

## - ENGRAVING INFORMATION BRASS ENGRAVING PLAQUES

A customized clock is a meaningful, special and personal gift. Ideal for weddings, graduations, awards or birthdays.

Seiko offers a range of brass plaques perfect for travel, desk/table or mantel clocks.



Double stick backing tape.

PL020 5 1/16" x 1/2"



Satin finish; beveled edge; Double-stick backing tape.

571-05 4" x 1 1/4"



Satin finish; beveled edge; Double-stick backing tape.

571-15 2 ½" x 1 ¼"



Satin finish; beveled edge; Double-stick backing tape.

571-25 2 ½" x ¾" 571-26 2 ½" x ¾" (silver-tone)



Satin finish; beveled edge; Double-stick backing tape.

571-35 2" x 5%"

#### **ENGRAVING CLOCKS**

- 50¢ per character with a minimum of \$5.00 per clock. See price list for costs of various size plaques.
- 2. Allow two to four weeks AFTER receipt of order.

#### GENERAL CONDITIONS

- 1. All personalization orders are firm an non-cancelable.
- 2. All personalization orders are non-returnable

#### WATCH DIAL IMPRINTING

- Allow 4 weeks AFTER receipt of order, one week additional for artwork alterations and engraving.
- 2. Allow 3 weeks after receipt of order for repeats.
- 3. Paper proofs one allowed at no charge.
- 4. Additional paper proofs \$18.75 each.

COSTS (V)

Set Up / Die Charge	\$95.00 and \$47.50 each additional color
	· ·

Dial Imprint Pricing				
qty	1 color	2 color	3 color	
1-7	\$49.00	\$54.00	\$60.00	
8-24	\$14.63	\$16.81	\$18.38	
25-49	\$13.06	\$14.60	\$16.19	
50-99	\$12.75	\$14.31	\$15.88	
100-249	\$12.13	\$13.69	\$15.25	
250-499	\$11.52	\$13.01	\$14.49	

Additional Charge if Needed	Pricing
Additional Paper Proofs above 1	\$40.00
Remove existing copy	\$2.50
Personalization	\$20.00
PMS Color Match	\$75.00
Four Color Process	\$120.00

Lead Times		
New Order	3-4 weeks from proof approval	
Repeat Order	2-3 weeks from proof approval	
Four Color Process	3-5 weeks from proof approval	

MEDALLION DIALS (V)

- 1. Die Charge includes 1 color paper proof
- 2. Lead times: 5 7 weeks for new art 4 weeks for repeat orders
- 3. Lead times may be increased up to 1 additional week in November and December
- 4. Rush services are available at a premium to above prices
- 5. Dials must be shipped in watches only
- 6. Printed color area must be noted on copy of artwork
- 7. On day date models, only date will appear
- Standard medallions are gold, silver or two tone with satin or pebbled backgrounds and high polished raised areas
- 9. Paper Proof \$42.00

Description	Medallion only Pricing	Medallion + 1 color Pricing
One time die Charge per Model	\$625.00	\$687.50
1 pc	\$93.75	\$106.25
2-5 pcs	\$68.75	\$75.00
6-39 pcs	\$34.38	\$40.00
40-99 pcs	\$21.88	\$28.13
100+ pcs	\$17.50	\$25.00

#### **ENGRAVING WATCHES AND CLOCKS**

Logo Engraving			
Description	Pricing		
Logo Engraving Set Up Charge	\$95.00		
Logo Engraving Run Charge	\$10.00		
PROOF	\$40.00		
Production Time 1 week from approved on engraving only			
Production Time 1 week from approved on engraving only			

#### Text Engraving

- Cost to engrave watches and brass plaques: \$0.50 per character with minimum of \$5.00 per unit. If necessary to remove existing engraving a \$7.00 charge will be applied. Sizes of brass plaques for clocks: 2" X 5/8" (\$1.88), 2 1/2" X 1 1/4" (\$1.88), 2 1/2" X 3/4" (\$1.88), 4" X 1 1/4" (\$2.19), 2 1/4" X 2 1/4" (\$2.19)
- 2. Seiko will mount plaques before shipping at \$3.13 per unit
- If Excel text file is not provided a \$25.00 charge will be accessed for conversion
- 4. Less then minimum charge: Less than 8 = \$28.00

#### WATCH CASE BACK "BUFF-OFF"

(V)

Description	Pricing	
Caseback Brush Off	\$9.00	

#### **SILK-SCREENING ON CLOCKS**

Silk-Screening on Clocks								
qty	1 color	2 color	3 color					
1-7	\$49.00	\$54.00	\$60.00					
8-24	\$14.63	\$16.81	\$18.38					
25-49	\$13.06	\$14.60	\$16.19					
50-99	\$12.75	\$14.31	\$15.88					
100-249	\$12.13	\$13.69	\$15.25					
250-499	\$11.52	\$13.01	\$14.49					

- 1. Allow 4-6 weeks after receipt of order.
- 2. Sample for approval will be \$125.00 plus clock cost.

Please note, not all clocks are imprintable. This will be determined as well as multi-color capabilities when the order PO is reviewed.

#### **DIAL IMPRINT / MEDALLION DIAL ORDERING INFORMATION** (V)

- All orders must be in writing. Please email customwatches@seikousa.com
  or fax your order to 201-529-1248. Please include the following
  information on your order: Customer name and address, account
  number, model number and quantities, artwork (for new imprints), name
  of imprint or medallion, position of imprint (e.g. 6 o'clock, 9 o'clock) and
  PMS colors (dial imprint).
- 2. All personalization orders are non-returnable and non-refundable.
- 3. Camera ready artwork must be supplied at time of order. Artwork charge of \$50.00 per hour if art has to be changed.
- 4. Please refer to price list for cost lead times
- Proof will be sent via email. Dial imprint proofs for solar models will include minimum permeability percent and actual permeability percent.

Digital Printing	Price	
Set Up charge per model or box	\$48.00	
Run Charge Per watch or box	\$4.00	

# SEIKO Corporation of America WATCH AND CLOCK CUSTOMIZATION WORK ORDER

#### 1. ACCOUNT INFORMATION PLEASE COMPLETE ALL FIELDS

Account Name:			Account	Account Number:				
PO Number:			Shipper Number:					
Ship T	o Attention:							
Ship T	o Street Address 1:							
Ship T	o Street Address 2:							
City:	·			State:		Zip Code:		
				1		'		
2. CU	STOMIZATION INFORMAT	TON PLEASE COMPLI	ETE ALL FIELI	DS				
Today	's Date:			Date Req	uired:			
Repea	t Order? Yes □ No □	Customizati	on Type:	Dial Position		Dial Position:		
Name	Of Logo:			Proof Ne	eded? Yes □ No			
Comm	ents:							
DEGG	NIDTION		0005			PRIONO		
	DESCRIPTION		CODE			PRICING		
-	ack Brushing	SWEN001	714					
	Die Setup One Color	PWDC001	720					
	Add'l. Color Setup  Medallion Setup	PWDC001	720					
	·	PWDC001 PWDI001	720 710					
	Run Charge Engraving	PWEN001	716					
	Engraving LTM Charge	PWEN001	716					
	Die Setup One Color	SWDC001	715					
	Add'l. Color Setup	SWDC001	715					
	Medallion Setup	SWDC001	715					
_	Run Charge	SWDI001	715					
		SWEN001	712					
	Engraving Engraving LTM Charge	SWEN001	714					
	Engraving Erivi Charge	SCEN001	714					
	Ship Charge	DSCHG	710					
Біор (	only charge	Doctio	711					
3. PR	ODUCT INFORMATION MU	IST INCLUDE ALL MO	DEL NUMBE	RS AND Q	UANTITY			
SEQ.	ITEM NUMBER	DESCRIPTION	ON		QUANTITY			
1	-							
2								
3								
4								
5								
6								
7								
	I	l l			Į.			
For SC	CA Use Only							
Die #:				Vendor:		Order #:		
Entered By:				Order Da	Order Date:			
Additional: Rush □ Set Up □ Run □ 4+ Color □					Engraving Characters:			
Comm				3	J			