

## CUSTOMIZING

To commemorate an important milestone, acknowledge exceptional performance, or provide incentive for continued achievement, nothing speaks as personally as a customized Bulova timepiece.

For a colorful touch, logos or designs can be custom imprinted on most Bulova watch dials or silk screened on solid brass clock engraving plates and selected clock cases. Logos can also be recreated as silhouette dials on most watches. Even more individualized are engraved messages, available on watch case backs and the engraving plates on a variety of award clocks. And all custom designs are crafted to exacting standards of an expert in-house staff.



Diamond Offshore (logo)

## SILHOUETTE WATCHES

### CUSTOMIZED SILHOUETTE DIALS

Your logo or design on a silhouette dial on the watch of your choice.

A unique way to commemorate an important milestone, acknowledge exceptional performance or provide incentive for continued achievement.



97B101  
Wreath (logo)



97M101  
Loews (logo)



98C62  
Texas Roadhouse (logo)



41B12  
Kemper Funds – Big Ten (logo)

# IMPRINTED WATCHES

## CUSTOMIZED DIAL IMPRINTING

Your logo or design imprinted on the dial on the watch of your choice. A unique way to commemorate an important milestone, acknowledge exceptional performance or provide incentive for continued achievement.



98B107  
Medical Symbol  
(gold logo)



96P102  
Loews  
(silver logo)



96B106  
Wise (logo)



97B100  
Diamond Offshore  
(logo)

## ENGRAVING

Your personal message or logo can be engraved on the backs of watch cases or on solid brass plates on a variety of award clocks.

## FONT SAMPLES

For font samples refer to page 70.

## NEW SHOTS OF CASEBACKS



36M01

97A71

## SILK-SCREENED CLOCKS



## CLOCK CUSTOMIZATION

Your message or logo can be silk-screened on selected clocks. In addition, your personal message or logo can be engraved on solid brass plates on a variety of award clocks.



B7910

Pitney Bowes (logo)



B2662

Wise (logo)

## SILK-SCREENED CLOCKS



B2840



B1254

## ENGRAVED CLOCKS

### CLOCK CUSTOMIZATION

Your logo can be customized on all engraving plates and specific clock cases with colorful silk-screening, hot stamping or etching.



B1703

RCM Industries



B9852

## SERVICES AVAILABLE

### ARTWORK SPECIFICATIONS

#### Digital Artwork Is Required For All Forms Of Customization

Artwork is requested in a Vector format. We accept artwork on a disc or via email in either AI (Adobe Illustrator version CS2 or older) or CDI (Corel Draw version X3 or older). Letterheads, business cards and images from a website are not acceptable artwork. We require black and white art with specific PMS colors indicated. If artwork received is not usable, art charges will be estimated based on \$40.00 per hour to reconstruct layout and color separate.

### Shipping

All prices are FOB factory. Actual shipping charges will be prepaid and billed.

### Drop Shipments

Available with your labels. Add \$10.00 per unit for shipments in the Continental United States.

### Order Policy

Customized orders are considered firm and cannot be cancelled.

### Rush Service

Please contact factory for availability and additional costs.

### Proofs

We will confirm all initial orders with a digital proof of the layout via email free of charge. A hard copy must be signed and returned before production can commence. Delivery time is determined once we receive approval of the layout. Paper proofs sent via mail \$10.00. (V)

---

### CUSTOMIZED SILHOUETTE DIAL TIMEPIECES

Your corporate logo or theme can be reproduced in a custom Silhouette etched dial, using digital artwork. The Silhouette dial is then fitted to the watch you have selected. This technique can be used on most watch styles.

**Initial set up charge:** \$62.50

Set up charge waived on orders of 100 units per style or greater.

**Cost per dial: (Men's and Ladies' cannot be combined)**

### UNITS

25 – 99	\$8.00
100 – 299	\$7.00
300 +	\$6.00

**Lead time:** Approximately 6 – 8 weeks from receipt of approved artwork. Allow one week extra if engraving is required. (V)

**CUSTOM DIAL IMPRINTING**

Run charge per dial: (Men's and Ladies' cannot be combined)

UNITS	Initial Order		Re-order	
	1st Color	Each Add'l Color	1st Color	Each Add'l Color
1 - 11 *	\$8.50	\$1.75	\$8.50	\$1.75
12 - 24	\$8.00	\$1.75	\$7.00	\$1.75
25 - 99	\$7.75	\$1.75	\$6.50	\$1.75
100 +	\$6.75	\$1.50	\$5.50	\$1.50

**Lead time:** Approximately 4 weeks after receipt of approved artwork. Allow one week extra if engraving is required.

**Die charge:** None **Set-up charge:** None

\*Minimum 12 units per style for initial order; 6 units per style for re-orders. Less than minimum surcharge is \$156.25 per style. (V)

**CUSTOM CLOCK IMPRINTING (SILK SCREENING)**

Refer to clock descriptions to see which selective clock styles are suitable for silk screening. Engraving plates can be silk screened.

**Minimum order:** 25 units of the same model.

**Reorder:** 25 pieces minimum applies.

Initial set-up charge \$156.00. Set-up charge waived on orders of 25 units per style or greater.

**Lead time:** Approximately 4 weeks after receipt of approved artwork.

**Special handling:** Charges may apply to some clocks. Your Bulova Representative will advise on the styles.

**Cost per imprint:**

UNITS	One Color	Two Color	Three Color
25 - 99	\$4.70	\$6.55	\$8.15
100 +	\$3.75	\$5.00	\$6.25

(V)

**ENGRAVING - WATCHES AND CLOCKS**

No minimum order requirement.

**Lead time:** Approximately 3 - 4 weeks.

**Machine engraving:** \$5.00 (up to 36 characters; additional characters \$0.12 each)

**Initials only:** \$1.85 **Logo engraving:** \$62.50 set-up charge. Unit cost based on running time. (V)

**ENGRAVING PLATES**

PD100	4.75" x 1.5"	\$5.00	PD109	2.5" x .5"	\$3.50
PD104	3.25" x 1.25"	\$3.50	PD110	(silvertone) 2.5" x .5"	\$2.50
PD107	3.5" x 1"	\$6.00	PD111	1.25" x .5"	\$7.00
PD108	3.25" x .75"	\$5.00	PD120	(silvertone) 3.25" x .75"	\$5.00

(R)

**ETCHING - CRYSTAL AND GLASS CLOCKS**

Prices and lead time will be quoted after receipt of digital artwork.