



C4228

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 by an expert in-house staff.



98C62



41B12

CUSTOMIZED SILHOUETTE DIALS

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

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



97M101



97B101



98B107



96P102



96B106



97B100

CUSTOMIZED DIAL IMPRINTING

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

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

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 83.



4 SILK-SCREENED CLOCKS



B1287

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



B2662



B2671

SILK-SCREENED CLOCKS



B2840



B1254

CLOCK CUSTOMIZATION

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

ENGRAVED CLOCKS



B1703

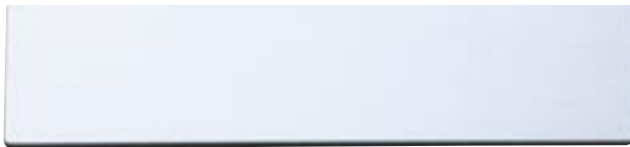


B9852

ENGRAVING PLATES



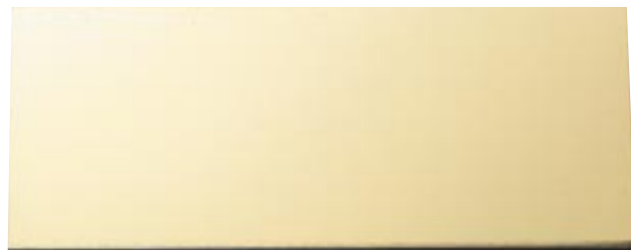
PD110 2.5" x .5" \$2.50



PD120 3.25" x .75" \$5.00



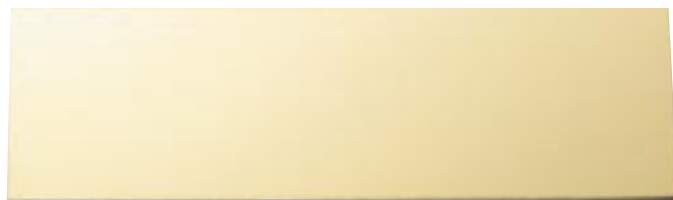
PD108 3.25" x .75" \$5.00



PD104 3.25" x 1.25" \$3.50



PD109 2.5" x .5" \$3.50



PD107 3.5" x 1" \$6.00

NHD Roman Regular

Franklin 3L

Franklin 1L

NITL Roman Regular

Vanessa 56 5L

FONT SAMPLES

For additional fonts, contact your sales representative.

WATCH BOXES



BULOVA ACCUTRON



BULOVA



CARAVELLE BY BULOVA



WITTNAUER

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 for color separation.

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 are \$10.00.



CUSTOMIZED SILHOUETTE DIAL TIMEPIECES

Your corporate logo or theme can be reproduced in a custom Silhouette etched dial, using your camera-ready 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.



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 specific clock styles are suitable for silk-screening. Engraving plates can be silk-screened.

Minimum order: 25 units of the same model.

Reorder: 25 piece minimum applies.

Initial set-up charge: \$156.25. 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

PD104	3.25" x 1.25"	\$3.50	PD109	2.5" x .5"	\$3.50
PD107	3.5" x 1"	\$6.00	PD110	(silvertone) 2.5" x .5"	\$2.50
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.