



# Newsletter 1

25:th February 2012

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# BISSMARCK<sup>®</sup>

## Launch of Bissmarck model "R"

The 10:th of October 2011, Bissmarck launched its first mechanical watch model, model "R".

So far, Bissmarck model "R" has reached customers in Sweden, Finland, United Kingdom and Australia. In addition, Bissmarck has inquiries from potential customers in e.g. USA, Germany, Hong-Kong and Dubai.

Based solely on an initial marketing panel of 15 individuals and information distributed via our homepage, Bissmarck consider current sales a great success and well accordance with our initial growth plans.



Bissmarck is very pleased to note complete lack of complaints among our existing customers. In the extended written and verbal exchange with our customers, we are also extremely pleased to note a very high general level of customer satisfaction.

Timeliness is naturally of the essence and among the reports received so far, all watches have displayed a timeliness of +/-5 seconds per day or better, most of them better than +/-3 seconds per day. We consider this a true confirmation of the efforts invested in our work with quality and personal engagement.

Since the model "R" is the first in a series of concept watches to be launched as sales progress, Bissmarck will hold launch of optional accessories until we have achieved a broader customer base.

Bissmarck would like to take this opportunity to thank our customers for the trust invested in us and our products!





## Launch of watch winders

The 25:th of February 2012, Bissmarck launched sales of a series of watch winders in co-operation with leading watch winder manufacturer EILUX.

EILUX products offer high end technical solutions and performance at moderate pricing. In addition, the models selected by Bissmarck are in stylish, contemporary design, well in line of design with our present and coming range of mechanical watches.

Bissmarck will initially sell 4 models of watch winders, designed to house up to 1, 2 and 4 watches. Each of these are designed to be powered either by means of battery (not included) or AC/DC converter (included). As a special courtesy to our customers, Bissmarck includes an AC/DC converter (GS/EC/TUV standard, European Union) free of charge, an accessory normally available as an option.

Watch winder advantages include e.g.:

- Increased convenience, eliminates need to reset day/date and time if watch is left lying or in storage.
- Keeps watch in good condition, prevents lubricants inside from clotting.
- Increases accuracy, by keeping the mechanics inside the watch in constant motion.
- Showpiece, allows stylish display of watch and watch winder.



From left to right above, models:  
801-EW-1388-AL aluminum finish for one watch  
801-EW-1388-GL-BK leather finish for one watch  
801-EW-1122-BK glass finish for up to two watches  
801-EW-1144-BK glass finish for up to four watches