

It's not just a watch....

IT'S A
SEIKO



The NEW BREED of Timepiece!

See What This Means For You



SEIKO has been making fine watches for more than three quarters of a century. Established in 1881, it is now in its 88th consecutive year of steady growth.

With a total of 17,000 employees in 17 of the most modern watch factories in the world, SEIKO maintains what is probably the world's largest horological Research and Development staff, consisting of more than 200 mechanical and electronic engineers backed by over 200 skilled technicians.

SEIKO's current rate of watch production is 12 million units a year, utilizing SEIKO's unique system of automated manufacture and conveyor-belt assembly. Sales are constantly expanding in the more than 80 countries throughout the world where SEIKO watches are sold, while service is available from the world-wide network of SEIKO Service Centers.



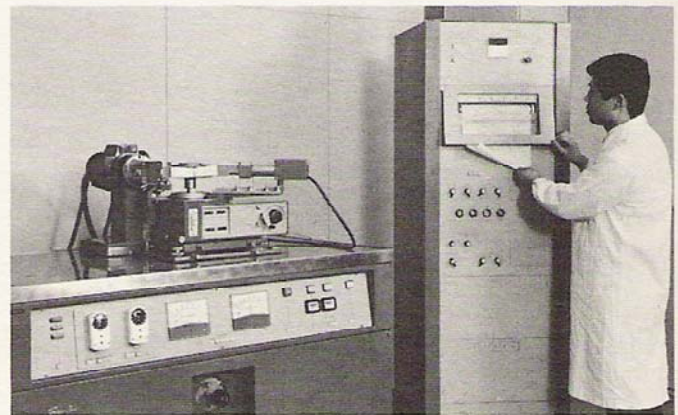
After starting watch manufacture shortly before the turn of the century, SEIKO as far back as 1939 was already producing more than 1 million units a year.

SEIKO's steady growth and expansion to its present leading position could not have been possible without one factor which guides all SEIKO production — quality. The system of automated manufacture and conveyor-belt assembly utilized by SEIKO is today so carefully planned and monitored that the quality standards set by SEIKO for mass-produced timepieces are unprecedented.

Research and Development

SEIKO's research staff is constantly refining both the manufacturing process and the product.

SEIKO researchers have been responsible for a number of contributions to world watchmaking, such as the Diaflex self-compensating (temperature) hairspring and the Instant Date Change mechanism which permits direct date-adjustment independently of the watch hands. A hand-picked group from SEIKO's Research & Development staff immersed itself completely in the crash program which produced for the 1964 World Olympics — for which SEIKO was the Official Timer for all events — an unprecedented line of modern manual and electronic timing systems which gained the admiration of the world.



...And Now See What Seiko Offers You →

Because SEIKO manufactures for an international market, it must take the severest performance and durability standards as its guideline for *all* manufacture; so that a SEIKO watch purchased anywhere in the world is guaranteed to be of the highest quality.



Designing for international tastes, too, means that SEIKO's automated precision manufacture allows a great variety of styles to be created on a basic movement, and the skill of SEIKO's engineers provides the addition of a great number of features normally found on much more expensive watches.

SEIKO first introduced its watches to the United States about five years ago. The quality of the product has never been questioned, and has, in fact, been praised by many of America's most respected watchmakers. Since that first introduction, we have been building a national marketing network in the U.S. fully backed by servicing and all the other field support necessary for a successful national marketing effort — including the development of new styles and models for American tastes.

Today, SEIKO presents to the U.S. fine retail jeweler a full line of over one hundred men's and ladies' models.



Most important of all, SEIKO stands behind the product it sells. Every SEIKO watch sold in the United States, regardless of model or price, is backed by a full-year service guarantee on all labor and parts.

SEIKO does not stop at producing the best available watch at any given price, however. Its constant aim is to produce a *better* watch. SEIKO research constantly looks for better materials, better engineering, better design, better production systems, better quality control, and greater timing accuracy. This quest into the future has already led to a number of unique industry advances.

Automated mass production and belt-conveyor assembly under extremely rigid environmental and quality controls have made SEIKO the *New Breed* of watch — the *popular* fine timepiece of *unmistakeable* quality.



SEIKO automation has started the movement to better watches with more luxury features at lower prices. It has made SEIKO the largest manufacturer of jeweled-lever watches in the world. And it has set new standards of quality, accuracy, dependability, and performance.

1. MODERN MANUFACTURE

QUALITY CONTROL and **AUTOMATION** are the key words in SEIKO's manufacture:

- All manufacturing of SEIKO watch parts, assembly of movements, casing, and testing are done under direct SEIKO control in SEIKO's 17 modern watch factories.
- Automated parts manufacture turns out millions of uniform tiny parts to critical tolerances higher than the human eye or hand can measure. All critical parts machined to within 1/25,000th inch.
- Programmed conveyor-belt assembly by skilled workers.
- Electronic quality checks at all critical phases of manufacture.
- Supplementary human quality control by specially trained technicians.
- High-precision parts for greater accuracy and longer life.
- Quality control at all levels — from raw materials to finished watch.
- More quality timepieces produced per factory work-hour.

RESULT: Lower per-unit production cost enables SEIKO to sell quality watches at popular prices. SEIKO automation, precision manufacture, quality control, and lower manufacturing costs reflected in prices that mean high turn-over.

2. PRODUCT

Wherever the name SEIKO appears, the watchword is **QUALITY:**

- Every SEIKO watch is jewel-levered.
- Each and every SEIKO watch is electronically tested before leaving the factory – not just “spot” tested.
- Precision manufacture assures faithful performance over long life.
- SEIKO watch accuracy is up to the industry’s highest standards.
- Movements – Every SEIKO watch sold in the U.S. has 17 jewels or more.
- Styling is varied, smart, modern, up-to-date, designed for international tastes. SEIKO is the New Breed of watch.
- Workmanship is uniform in every SEIKO timepiece – they’re made by automation! Case-turning, dials, fittings, all-stainless-steel construction (never chrome plating on base metal), fine tooling – everything that meets the customer’s eye has a custom-crafted look. *The quality is obvious!*

PRODUCT (continued)

- Inside a SEIKO watch are: life-time guaranteed unbreakable main-spring; Diashock two-way shock protection; 360° ball-bearing rotor in automatics, with 10:1 winding ratio; Diaflex temperature-compensated hairspring.
- Features make SEIKO more than just a watch — it's a personal instrument that serves many purposes: automatic calendars with Instant Day & Instant Date Change, bilingual day-calendars, automatic wrist alarms, chronographs, tachymeters, hack device, 30 minute recorders, time-out stop-start, many more.
- Ninety percent of all U.S. SEIKO men's watches guaranteed water-resistant to specific depths.
- Guarantee is one full year on every SEIKO watch regardless of price.

RESULT: A product you can sell with confidence, and one your customer will wear with pride and satisfaction. A SEIKO watch is probably the most trouble-free timepiece you will ever sell or your customer will ever own!

3. SALES TURNOVER

The SEIKO sales picture is a bright one:

- High quality at popular prices means more sales.
- Low after-sale return rate and prompt re-order delivery means higher turnover.
- Prices are easy on your customers' pocketbooks.
- Repeat customers assured through dependable product performance.

RESULT: SEIKO is volume-building, traffic-building, reputation-building. It's the *popular* high-quality watch.

4. SERVICING

Servicing available from the network of SEIKO SERVICE CENTERS AROUND THE WORLD:

- Three SEIKO Service Centers in the USA – New York, Los Angeles, Honolulu.
- Special servicing charges to retail jewelers.
- Repair, replacement generally within 10 days from receipt.
- Highest quality repairs done by expert SEIKO technicians.
- Parts and materials available through a supplier near you.
- SEIKO technical guides, parts catalogs, and servicing information available to retail jewelers at all times.

RESULT: Outstanding product back-up with fewer servicing headaches; more satisfied customers; higher retained profits for you.

5. SALES AIDS

SEIKO's field support offers you:

- Full complement of “quality-look” sales aids.
- Full-color catalog sheets.
- Full-color mail stuffers.
- Counter cards.
- Counter displays.
- Velvet, SEIKO-imprinted watch trays.
- “Authorized SEIKO Dealer” plaques.
- Lucite watch stands.
- Ad and publicity reprints.

RESULT: SEIKO fully supports your in-store selling, helps promote sales.

6. ADVERTISING

SEIKO creates customers for you:

- Substantial national print advertising through mass-circulation media.
- Local saturation advertising through T.V., radio, newspapers.
- Liberal SEIKO co-op plan reimburses up to 50% of your local space or air advertising costs.
- Ad mats, radio and T.V. scripts available.

RESULT: SEIKO creates traffic and profits for you, helps build your clientele.

See your local authorized SEIKO Distributor for details or call
Seiko Time Corporation: (212) 586-7366.

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WORLD'S LARGEST MANUFACTURER OF JEWEL-LEVER WATCHES

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