

**IWC**  
SCHAFFHAUSEN

## CORPORATE ORDER CUSTOMIZATION PROGRAM



# OBJECTIVES



# IWC CORPORATE ORDER CUSTOMIZATION PROGRAM

## OBJECTIVES

- Provide each customer with the ability to create a watch that reflects their personal style, preferences and occasions
- Provide value — added customization services for existing references, with no creation of new ones
- Provide solutions for personalized bulk orders
- Strengthen customer engagement and satisfaction through a tailored shopping experience



# PERSONALIZATION OPTIONS

# OPTIONS

## ENGRAVING ON CASE BACK METAL/GLASS

Text/Logo engravings  
on the case back

Lead: Local Platform /  
HQ Schaffhausen



## PRINT ON GLASS CASE BACK

Text/Logo print  
on the case back

Lead: HQ  
Schaffhausen



## ALTERNATIVE STRAPS (COLOR & MATERIAL)

Change of strap to  
accessory version in  
other color and material

Lead: Local Platform



## PORTUGIESER CUSTOMIZATION STATION PTG 3176 ONLY

Assemble the desired  
combination of case,  
dial, hands, and strap

Lead: Local Platform



\*A minimum order of 5 watches and \$50,000 USD is required whenever HQ needs to be involved

**CASEBACK**

# OPTIONS BASED ON CASEBACK



## ENGRAVED METAL

- Engraving options are available\*, about 6-8 spaces between each notch
- Printing options are not available
- Different straps in various color and material can be offered



## METAL

- Engraving options are available
- Printing options are not available
- Different straps in various color and material can be offered



## SAPPHIRE

- Engraving options are available
- Printing options are available
- Different straps in various color and material can be offered

\* Based on the reference



# CASEBACK -ENGRAVING

## ENGRAVING OPTIONS

Company Logo	Print the company's logo
Name and/or Signatures	Engrave name/initials and or signature with same font
Date	Engrave a special date
Numbered Watches	The watches can be numbered ( Nr.1, Nr.2, etc.)
Custom Messages	Engrave a motivational quote or a custom message
Custom Caseback	Engrave a bespoke design or an art print
Glass Caseback	Engrave a glass case back





# CASEBACK -PRINTING

## PRINTING OPTIONS

Company Logo	Print the company's logo
Name and/or signatures	Print the recipient's name, initials or signature
Date	Print a special date
Custom Messages	Print a motivational quote or a custom message
Custom Caseback	Print a bespoke design or an art print



# STRAP OPTIONS



## COLOR & MATERIAL

- Strap colors are available to match the company's branding
- Fabric preferences selection is available
- Selected straps can be included in the watch shipment based on availability in the IWC strap stock

**STRAP EMBOSSING ORDER**

LETTERS: B B

FONT: ARIAL / TIMES

FOIL COLOR: GOLD / SILVER

ADDITIONAL PRECISION:

☐ DOT (.) BETWEEN LETTERS no dot

☒ FRONT/BACK OF STRAP front as shown on the diagram

☒ WAY OF WRITING: left right

☐ OTHER: \_\_\_\_\_

PLEASE INDICATE DESIRED LOCATION OF EMBOSSING ON THE DRAWING

 possible embossing areas

## EMBOSSING

- Emboss letters and numbers on the front or back of the strap (dots can be added between letters and numbers)
- Choose the letters, font, foil color and text direction
- Emboss on both sides of the strap withing the designated embossing areas



## JEAN ROUSSEAU

- Customize your strap to fit your style selecting from:
  - Strap material and color
  - Lining material and color
  - Stitching style and color
  - Edge paint color
  - Special embossing
  - Size of the strap.
- Jean Rousseau Customization service is currently exclusively available through IWC directly



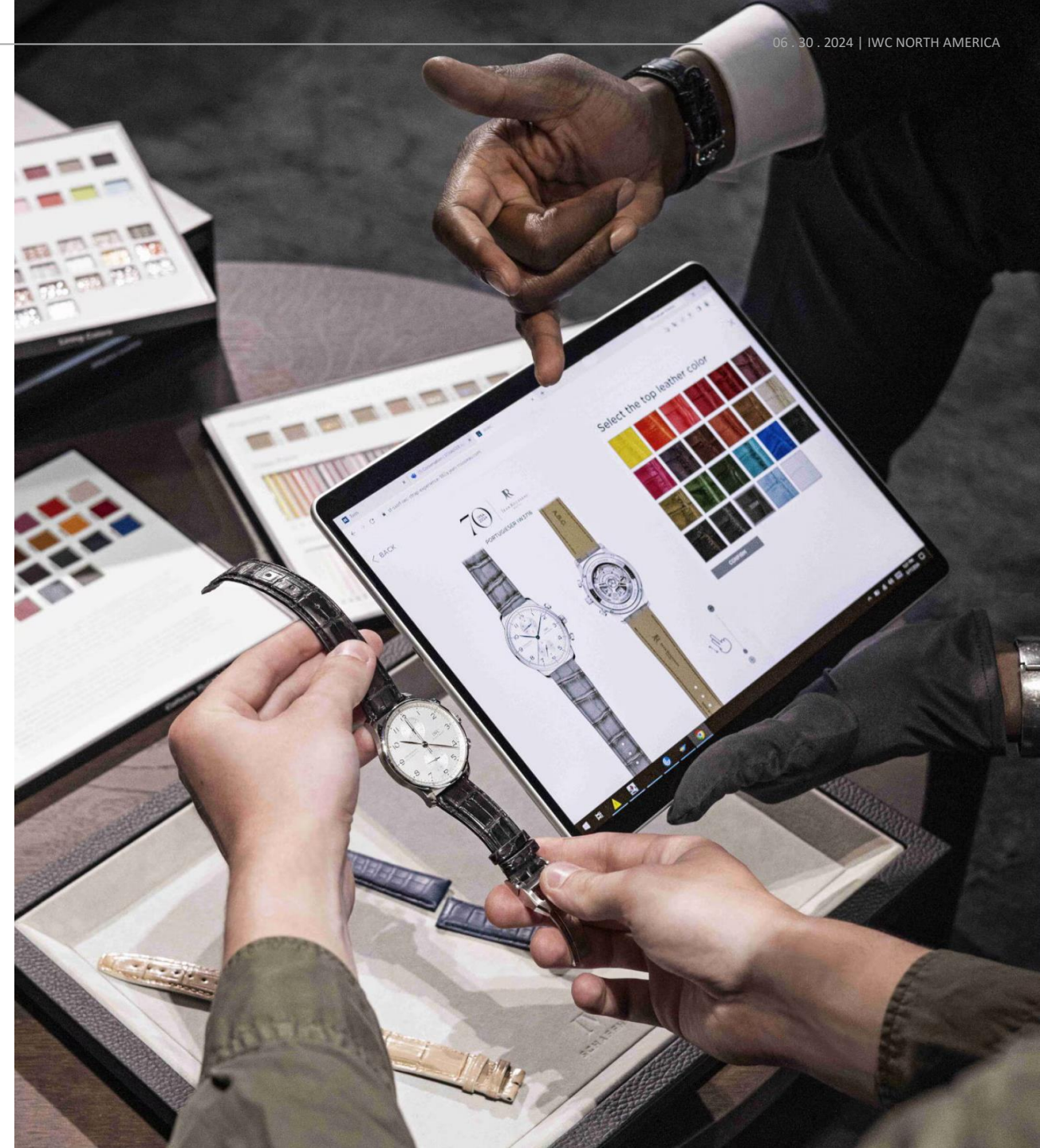
# IWC X JEAN ROUSSEAU

## JEAN ROUSSEAU

- Founded in 1954 in Besançon, France
- Specialists in handmade luxury watch straps and leather goods
- Offering B2B and B2C services globally
- 4 Atelier Boutiques worldwide and in over 85 retailers
- Entreprise du Patrimoine Vivant (EPV) Label since 2007

## CUSTOMIZATION OPTIONS

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# TOP MATERIAL



## ALLIGATOR LEATHER

- Available in Matt, Semi-Matt, Glossy or special colours
- Known for its durability and strength
- Hyper allergenic material



## CALF LEATHER

- Sapphire Grained Calf (pebble grain) is a long-lasting grain
- Riviera/Elba is soft with a light and natural grain
- Meteor/Mozart is a mechanical grained leather also known for being soft



## TEXTURED RUBBER

- Synthetic alternative to leather and a long-lasting material
- Easy to maintain and comfortable
- Resistant to heat, humidity and deformation



# LINING OPTIONS



## ALLIGATOR

- Secret elegant look and design
- 45 colours to select from



## CALF

- Classic choice, soft and comfortable
- 10 colours to select from



## RUBBER

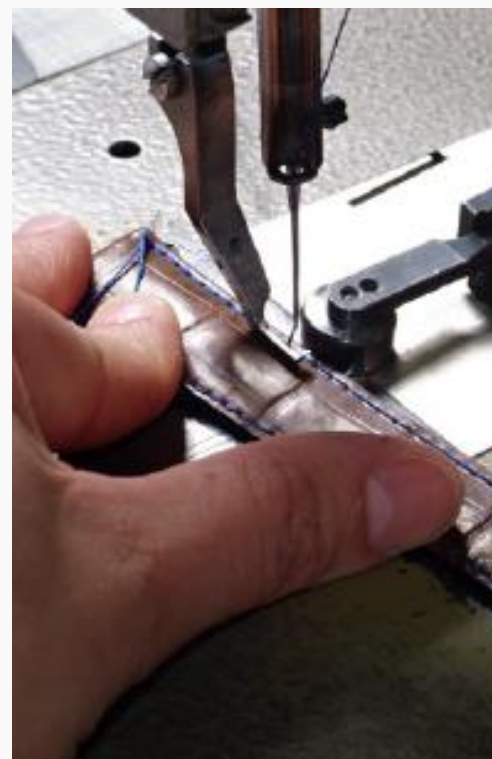
- Recommended for sporty and active customers
- 14 colours to select from

# STITCHING OPTIONS



## HAND STITCHING

- More resistant (1 knot/stitch)
- Single thread (limits customisation with thread colour)
- Traditional choice



## MACHINE STITCHING

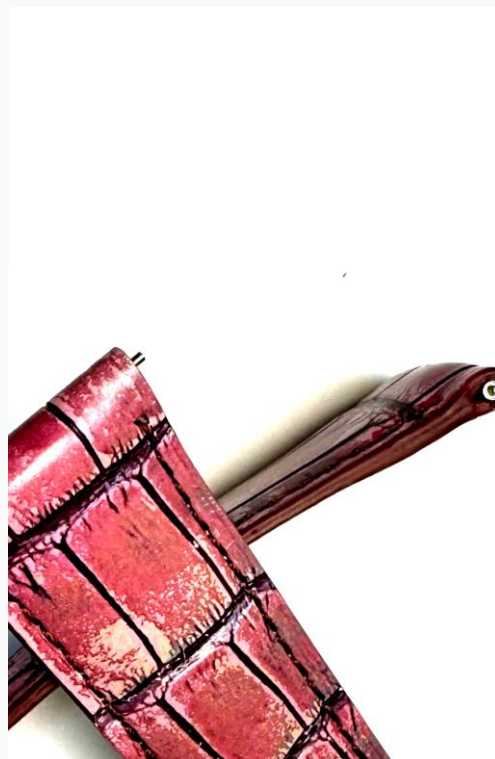
- Double thread (Choose colours for upper and lining thread)
- Straight stitching guaranteed



## THREADS

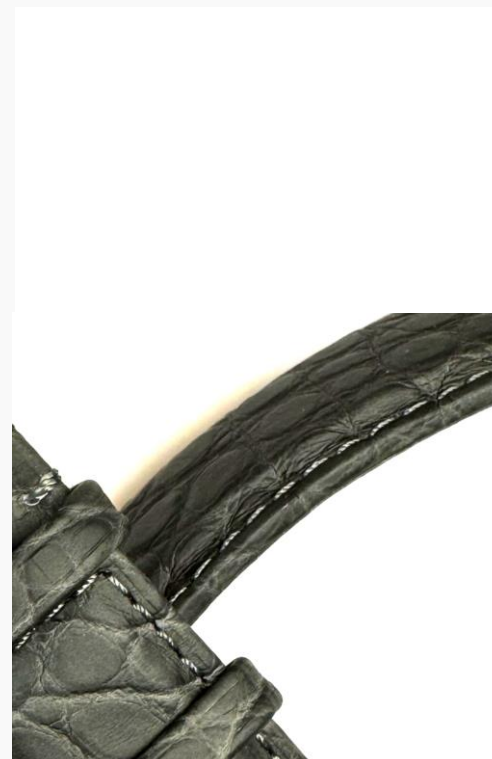
- Prestige threads available (Gold and Platinum—these can be only done by hand stitching)
- 57 thread colours to choose from

# EDGE OPTIONS



## CUT-EDGE

- The most popular variety of strap
- Strap is cut to size either by clicker press or by hand
- Edges are then painted



## TURNED-EDGE (Rembordé)

- A more luxurious way of finishing edges
- The leather is wrapped around the edge of the strap and tucked under the lining and stitched
- No edge paint is applied



## EDGE PAINT

- 51 edge paint colours to select from

# PORTUGIESER CUSTOMIZATION STATION



# PORTUGIESER CUSTOMIZATION STATION

## OPTIONS

- **Personalization Station:** Choose and assemble the desired combination of case, dial, hands, and strap. Option available for PTG 3716 only
- **Dial Colors:** 16 different dial colors offered
- **Case Material:** 5N Gold or Stainless steel
- **Hand & Applique Material:** 3 possible versions per dial:
  - Gold Case: gold hands and numerals
  - Steel case: gold hands and numerals
  - Steel case: rhodinated hands and numerals
- **Strap:** 24 straps combinations, all available combinations for PTG 3716
- **Case Engraving (optional):** Engrave the watch case back



# DIAL OPTIONS



BLUSH  
5N Gold Hands



BLUSH  
Rhodinated Hands



FJORD  
5N Gold Hands



FJORD  
Rhodinated Hands



GINGER  
5N Gold Hands



GINGER  
Rhodinated Hands



ICE  
5N Gold Hands



ICE  
Rhodinated Hands



INDIGO  
5N Gold Hands



INDIGO  
Rhodinated Hands



MAUVE  
5N Gold Hands



MAUVE  
Rhodinated Hands



PINK  
5N Gold Hands



PINK  
Rhodinated Hands



POOL  
5N Gold Hands



POOL  
Rhodinated Hands



PURPLE  
5N Gold Hands



PURPLE  
Rhodinated Hands



SLATE  
5N Gold Hands



SLATE  
Rhodinated Hands



SUNBURST  
5N Gold Hands



SUNBURST  
Rhodinated Hands



TURQUOISE  
5N Gold Hands



TURQUOISE  
Rhodinated Hands

# STRAP OPTIONS

## ALLIGATOR



## RUBBER



## CALF SKIN



# PACKAGING ENHANCEMENT



# PACKAGING CUSTOMIZATION



## PACKAGING SLEEVE

Branded packaging sleeve for an elegant and customized presentation



## IWC BOOKLETS

IWC Top Gun Magazine and 2024 Collection  
Manual catalogues showcasing  
IWC watch collection



## THANK-YOU NOTES

IWC Thank-You Notes

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