

COLLECTION 2018/19

Dutch by design, big in attitude and peerless in class, we're the new school for time. Unashamed to be different and taking strength from size, we've carved a new timeline in the watch market since our arrival in 2005. We make no apologies for resisting the norm and neither do those who choose to stand tall and wear our time. There's an art to being bold with style, it takes confidence and character to stand alone...

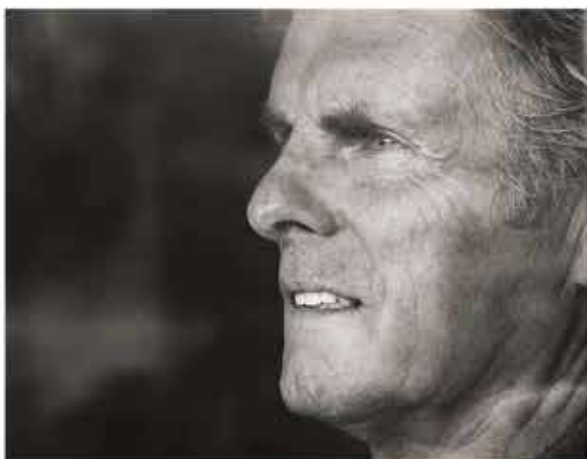
**it's not a watch, it's a statement.**



# TW STEEL®



Jordy Cobelens  
CEO  
TW STEEL



Ton Cobelens  
Chief Design Officer  
TW STEEL

As the TW Steel brand has continued to grow extensively throughout the world we identified the need for a TW Steel Retailer Manual. We felt this was necessary in order for both new and existing retailers to have an understanding of the company and how we wish to portray and protect the brand. In this manual you will find all kinds of information concerning TW Steel such as our history, our brand statement, our POS material and our collections.

The purpose of this manual is to give you a resource tool from which to work from. With this information you will be able to confidently assist customers with enquiries about the TW Steel brand and increase sales of the watches in your store.

The TW Steel retailer manual will also serve as a basis to increase your own knowledge and understanding of the brand.

TW Steel will make sure your manual will be up to date. You will receive new information to replace outdated details or to extend the present information. It is not simply through our own passion for our products that TW Steel has become a well-known brand worldwide. We have done this in collaboration with our valued partners and, of course, our retailers.

Together we have succeeded in making TW Steel truly 'Big In Oversized Watches' and I know we can continue to build on that platform and together take the brand to new heights.

Kind Regards,  
Jordy Cobelens

### ABOUT THE BRAND

Dutch by design, big in attitude and peerless in class, we're the new school for time. Unashamed to be different and taking strength from size, we've carved a new timeline in the watch market since our arrival in 2005.

Coming on strong from the outset we sidestepped the traditional path and continue to break new ground in untested territory today. Steel has run through the very architecture of our design from the first timepiece, creating form and function with Swiss quality standard.

We make no apologies for resisting the norm and neither do those who choose to stand tall and wear our time. There's an art to being bold with style, it takes confidence and character to stand alone...it's not a watch, it's a statement.

Make no mistake, our brand is loaded. It takes weight to make an impression so the signature steel elemental construction

and expressive designs project strength and presence from the wrist. The uniquely crafted timepieces are the brainchild of Ton Cobelens, a creative force who continues to guide the shaping of every new model.

As Ton Cobelens is our creative force, so his son Jordy Cobelens is our driving force, ensuring our impact is global. The combined experience and sharp thinking of the two are reflected in everything we make and do, a determined, double dynamic of creativity and enterprising business sense.

We have a global reach. Wherever you are in the world we're not far away with a timepiece that matches your attitude without denting your wallet.

Time doesn't rest and neither do we; our innovative design is in perpetual motion, keeping us one step ahead of the pack.

**We are TW Steel**



## HISTORY

A simple conversation in 2005 on the popularity of oversized watches was all the catalyst needed for Ton Cobelens to take a bold step into action. Seizing the opportunity he designed and produced the first ever collection from his house. The iconic TW1, TW2, TW3 and TW4 were born and so began the epic TW Steel story.

From the Canteen style of the first four models, Ton was quick to expand the range to feed the market's appetite for time with attitude. Research and design led to different styles and shapes, from a contemporary take on the classic Pilot to the rugged Diver's watch, all in oversize and demanding respect.

His son Jordy took the timepieces to market, using his natural born sales and networking skills to turn the TW Steel brand into a global phenomenon.

Father and son continue to trust each other to respectively design timepieces and run the company in their own way and this freedom breeds success.

Today the motivation remains the same; to make something that is visually stunning and a thrill to buy. It's not a watch, it's a statement.

## COLLECTION

The TW Steel collection offers an outstanding range of timepieces blending stylish design with innovation, all available to the consumer at a competitive price-point. The affordability of each watch ultimately contrasts the exceptional look and feel of the product.

From the popular Canteen and Tech editions through to the new Maverick collection, TW Steel continues to showcase oversized design with its collection proving equally popular to both the male and female consumer.

## The Product

The distinctive style of TW Steel is primarily recognized by the size dimensions of the watches. The oversized look has proved to be instantly appealing to both male and female consumers. With case dimensions up to 50 mm, TW Steel is certainly one of the "big

boys" among watch brands. TW Steel both leads and reflects current fashion trends. For TW Steel though, the oversized look is more than just mere hype. It forms an essential part of its identity.

Another distinctive characteristic of all TW Steel models is the use of stainless steel. After all TW Steel stands for 'The Watch in Steel' and as such the brand clearly states what it stands for. The cases have been made of high-grade steel with or without 100% A grade PVD gold, rose gold plating and PVD black or titanium coating.

## The Straps

Style is subjective! With this in mind TW Steel offers a wide range of straps to meet consumer tastes. Presented in a range of colours, based on those displayed in the TW Steel retail manual, TW Steel has, leather, silicon and rubber straps available subject to the collection.

## DESIGN INSPIRATION

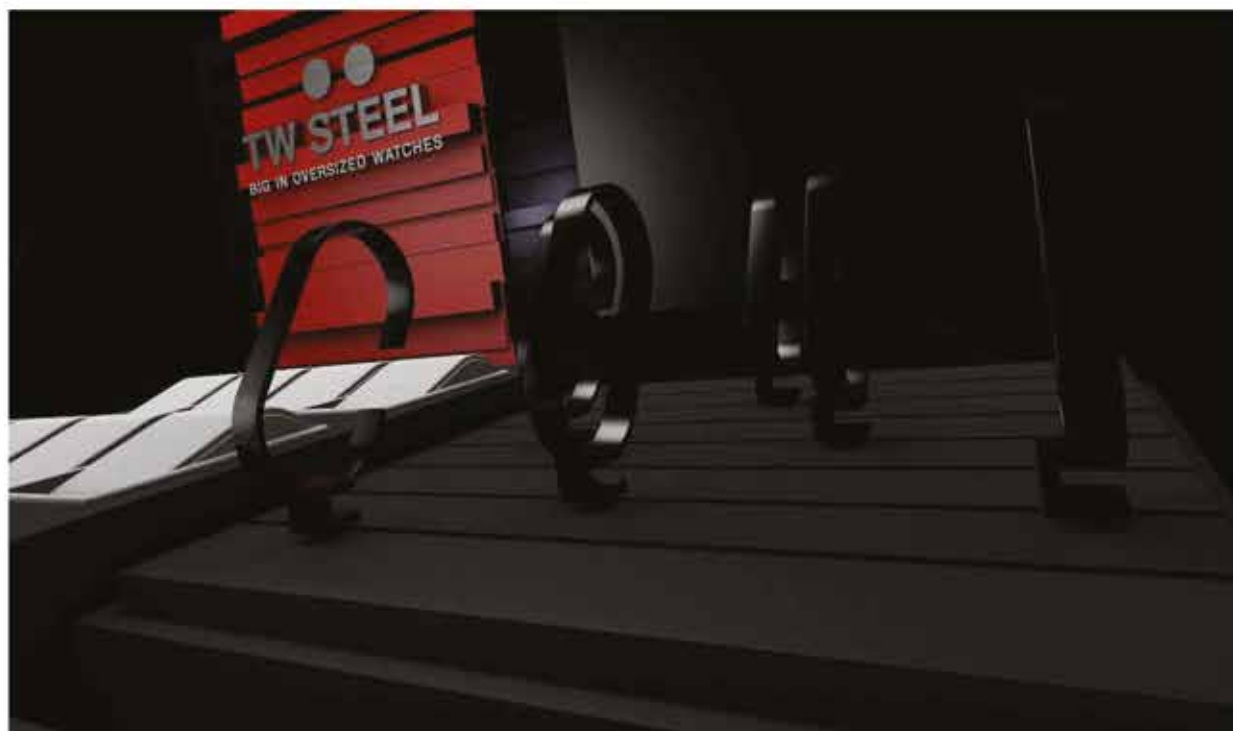
The original TW Steel timepieces came in under the radar to change the game in 2005. The bold designs were an immediate hit with watch lovers hooked on the larger than life attitude encased in premium materials, kick starting an incredible success story.

Ten years and over 300 successful designs later, creative inspiration still sparks across the range. Ideas hit Ton Cobelens anywhere from a walk in the park to the technical elements of a motorcycle engine that led to the unique casing design of the TECH range.

The secret of Ton's ability to make a statement with every timepiece is hard to express in words. His talent for understanding how a design can work, without too much complication and use of the right materials is the Midas Touch.

Ton Cobelens designs evolve with the times, but make no mistake each new TW Steel timepiece has in its DNA the attitude and boldness that have defined the brand from day one.

## Window Display



### WINDOW DISPLAY

This stunning display unit incorporates a sleek and stylish design, boldly displaying the TW Steel logo at the top. The unit is designed for maximum capacity, allowing you to display more TW Steel watches.

The display consists of a main base and a header. The main base comes with sleeves for placing c-clips and pillows. Approximately 22 pillows and 22 c-clips will be delivered with each base order. The headers are available in five different heights and accommodate interchangeable graphic panels.

### DISPLAY OVERVIEW:

As with all our displays, the next generation edition comes with a variety of options, which we have detailed here for you – see attached imagery and descriptions.

Our new display is a modular design with reversible inlays. At your discretion, you have the option to present watches using either pillows or c-clips – or, as we prefer, a mixture of both.





*Extended Large Main Base including 40 cm header*

We have incorporated an option of elevation into the display, with the height adjustable to your liking or appropriate for the counter setting.

Other features include the fact that the header can be opened allowing for accessibility from the rear of the display – ‘easy-to-use’ being a key element of our latest displays.

Finally we’re making a bold statement with the infusion of red coloring on the display – this will add a greater visual appeal to the display

and draw people to both the brand logo and the collection being presented.

#### **Dealer Plate**

As an added feature, each TW Steel display will come with a brand new aluminium dealer plate to complete the look and feel of these stunning showpieces.



**HD) HEADER**

There are 5 heights available

- **HD15** 150 mm (incounter header)
- **HD40** 400 mm
- **HD50** 500 mm
- **HD60** 600 mm
- **HD80** 800 mm

*The front of the display will be accessible through opening up the header*



Size of one block 284mm (W) x 262mm (D) x 103 (H)

**THE DOUBLE BLOCK SET CONSISTS OF:**

- two big trays with 2 trays inside (8)
- red tray with 8 pillows
- black tray with 8 pillows
- 16 pillows
- 14 c-clips

Each tray is reversible, pillows or c-clips  
The trays are adjustable in height



Size of one block 284mm (W) x 151 mm (D) x 103mm (H)

**HBS) THE HALF BLOCK SET CONSISTS OF:**

- two half trays with 2 trays inside (3)
- red tray with 3 pillows
- black tray with 3 pillows
- 6 pillows

Each tray is reversible, pillows or c-clips  
The trays are adjustable in height  
These to put on the backside of the Main Base



568mm (W) x 410 mm (D) x 73mm (H)

**MB) MAINBASE CONSISTS OF:**

- big tray with 4 trays inside
  - red tray with 8 pillows
  - red tray with 3 pillows
  - black tray with 8 pillows
  - black tray with 3 pillows
  - 22 pillows and 22 c-clips
- Each tray is reversible, pillows or c-clips
- The trays are adjustable in height (except the front row)



297mm (W) x 410mm (D) X 73 (H)

**STS) THE DOUBLE SIDE TRAY SET CONSISTS OF:**

- 2 trays with 4 trays inside
  - black tray with 8 pillows x 2
  - black tray with 3 pillows x 2
  - 22 pillows
  - 14 c-clips
- Each tray is reversible, pillows or c-clips
- The trays are adjustable in height (except the front row)



250mm (W) x 250mm (D) x 115 (H)

**SWD) SMALL WATCH DISPLAY**

On this display you can highlight watches

Back card to be ordered separately

## A SELECTION OF POSSIBLE CONFIGURATIONS

**MB + HD**

568 mm (W) x 454mm (D) x 400mm (H)



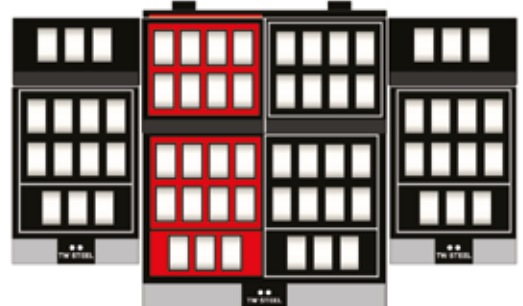
**MB + HD + ST 1**

865 mm (W) x 454mm (D) x 400mm (H)



**MB + HD + STS + DBS + HBS**

1162mm (W) x 716mm (D) x 400mm (H)



**MB + HD + HBS**

568 mm (W) x 605mm (D) x 400mm (H)



**MB + HD + STS**

1162mm (W) x 454mm (D) x 400mm (H)



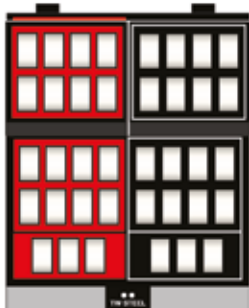
**MB + HD + STS + HBS (x2)**

1162mm (W) x 605mm (D) x 400mm (H)



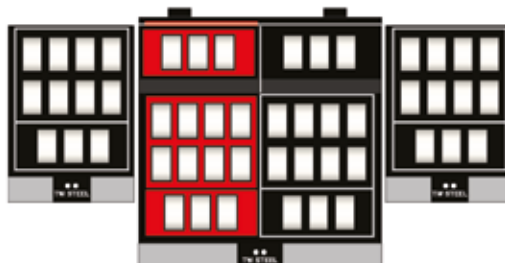
**MB + HD + DBS**

568 mm (W) x 716mm (D) x 400mm (H)



**MB + HD + STS + HBS**

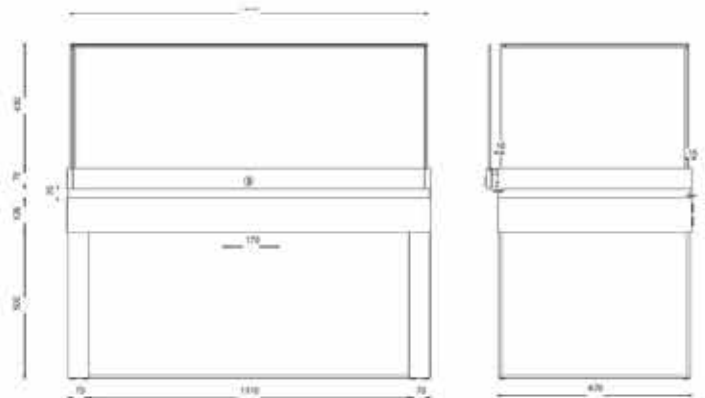
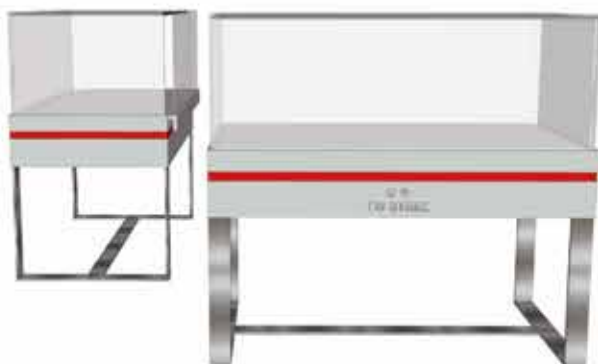
1162mm (W) x 605mm (D) x 400mm (H)



**MB + HD + STS + DBS (x2)**

1162mm (W) x 716mm (D) x 400mm (H)



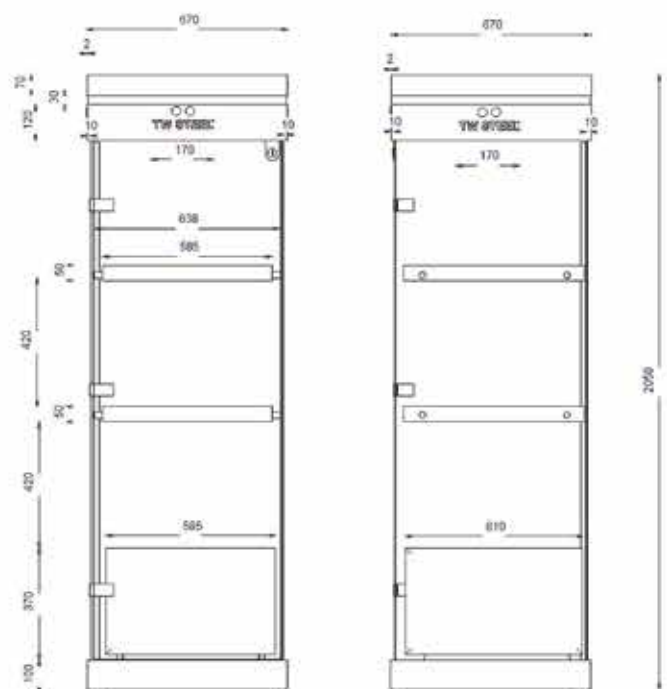




### TOWERS AND CABINETS

Featuring a stylish red - grey color scheme, our next generation towers and cabinets match our display design. We are delighted to produce these, but only upon receipt of orders. They will be constructed and delivered as a complete package and we estimate the lead-time is around three months.

Each tower has three platforms for presenting timepieces. Our displays are designed to suit this setup. The new counters can be accessed from the rear which saves you time and effort. Simply pull out the drawer and you can access all timepieces easily. The new towers and counters have storage space available underneath for any kind of POS material or products you wish to store at your point of sale.



## WATCH BOXES

TW Steel has different boxes for different models.  
The chart below displays which box collection should be sold in.



### CEO Collection

All models beginning with  
"CE" e.g. CE1005, CE4006.  
With cleaning cloth



All other models starting with  
"TW" e.g. TW1, TW700



### Yamaha Factory Racing box

For the models TW924, TW925, TW926, TW927  
GS1, GS2, GS3, GS4



### 1 Model CEO Showcase + Strap

(Box does not include watches)



### 2 Model CEO Showcase

(Box does not include watches)



### 4 Model CEO Showcase

(Box does not include watches)



### 8 Model CEO Showcase

(Box does not include watches)



### 12 Model CEO Showcase

(Box does not include watches)

# *Son of Time*

GOOD TIMES ROLLING

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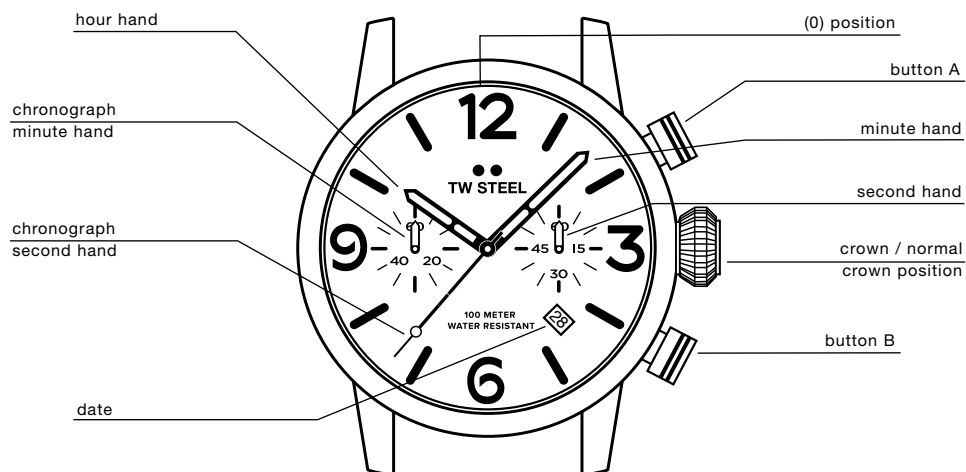


MAVERICK

MS94

## TECHNICAL DATA:

Movement	Movement 2417 (3-hands) from Miyota 6S21 from Miyota (chrono) NH35 automatic movement from Seiko (automatic)
Case	Diameter of the case 45mm and 48mm. All models are made of high grade 316L steel. Some models are steel or have a PVD black coating with a brushed, shiny or sandblasted finish.
Bezel	Steel or PVD black coated with a brushed, shiny or sandblasted finish.
Crystal	Reinforced mineral crystal.
Crown	Screwed crown.
Strap	Vintage leather with a steel or PVD black coated clasp with a brushed, shiny or sandblasted finish or a milanese steel bracelet with folded clasp.
Water Resistance	10 ATM
	Some models have a double-layered sandwich dial.





**MS73** / Ø 45mm  
PVD rose gold plating  
**NEW**



**MS84** / Ø 48mm  
PVD rose gold plating  
**NEW**



**MS93** / Ø 45mm  
**NEW**



**MS104** / Ø 48mm  
**NEW**



**MS124** / Ø 45mm  
PVD black coating  
**NEW**



**MB1** / Ø 45mm



**MB3** / Ø 45mm



**MB14** / Ø 48mm



**MB11** / Ø 45mm



**MS1** / Ø 45mm



**MS3** / Ø 45mm



**MS4**/ Ø 48mm



**MS12**/ Ø 48mm



**MS14** / Ø 48mm



**MS21** / Ø 45mm



**MS24** / Ø 48mm



**MS23** / Ø 45mm



**MS31** / Ø 45mm  
PVD black coating



**MS34** / Ø 48mm  
PVD black coating



**MS41** / Ø 45mm  
PVD black coating



**MS42** / Ø 48mm  
PVD black coating



**MS44** / Ø 48mm  
PVD black coating



# CANTEEN BRACELET

CB404

# TECHNICAL DATA:

Movement	Miyota 6S20 (chronograph), 2415 (3-hands) for 45mm & 50mm models. Miyota 0S20 and 2115 for 40mm Models. Miyota 8215 / Seiko NH35 automatic movement.
Case	Diameter of the case 40mm, 45mm and 50mm. All models are made of high grade 316L steel. Some models have A grade PVD rose gold plating, PVD black or PVD dark titanium coating with a brushed, shiny or sandblasted finish.
Bezel	Steel, PVD black coated, PVD gold plated, PVD rose gold plated, PVD dark titanium coated with a brushed, shiny or sandblasted finish. Some bezels are hammered or have a tachymeter.
Crystal	Reinforced mineral crystal with a sapphire layer.
Crown	Hook/crown cap.
Strap	Steel bracelets with PVD gold plating, PVD rose gold plating, PVD black or PVD dark titanium coating with folded clasp. The midpieces have a brushed, shiny, sandblasted or hammered finish.
Water Resistance	10 ATM
	Some models have a sunray dial.



**CB201 / Ø 45mm**  
PVD dark titanium coating



**CB404/ Ø 40mm**  
PVD rose gold plating



**CB405 / Ø 40mm**  
PVD rose gold plating

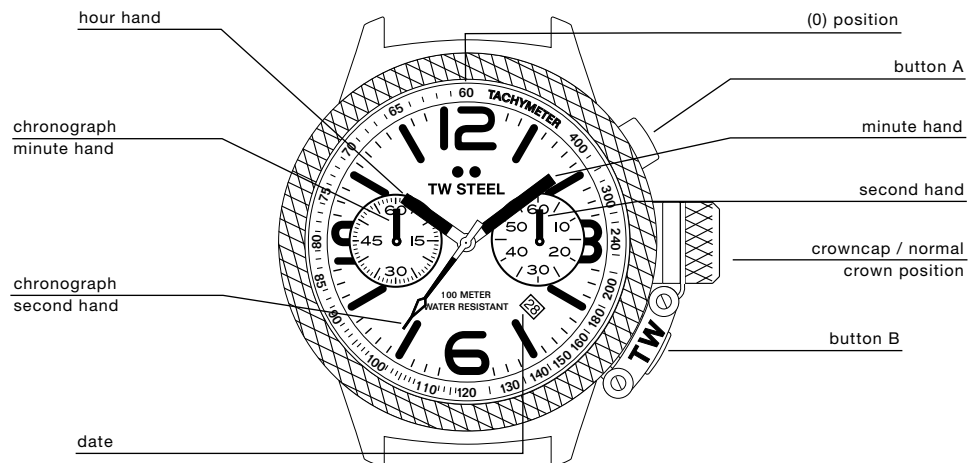


CANTEEN STYLE

CS44

## TECHNICAL DATA:

Movement	Miyota 6S21 (chronograph), 6S20 (chrono), 2415 (3-hands). Miyota 8215 / Seiko NH35 automatic movement.
Case	Diameter of the case 45mm and 50mm. All models are made of high grade 316L steel. Some models have PVD black coating.
Bezel	Steel or PVD black coated. Some bezels are hammered or have a tachymeter.
Crystal	Reinforced mineral crystal with sapphire layer.
Crown	Hook/crown cap.
Strap	Leather or silicon with a steel or PVD black coated clasp. Some clasps have a hammered detail.
Water Resistance	10 ATM
	The leather straps for the automatic watches have a metal piece.





**CS1** / Ø 45mm



**CS2** / Ø 50mm



**CS4** / Ø 50mm



**CS8** / Ø 50mm



**CS11** / Ø 45mm



**CS12** / Ø 50mm



**CS14** / Ø 50mm



**CS21** / Ø 45mm



**CS24** / Ø 50mm



**CS32** / Ø 50mm



**CS33** / Ø 45mm



**CS34** / Ø 50mm



**CS41** / Ø 45mm  
PVD black coating



**CS44** / Ø 50mm  
PVD black coating



**CS71** / Ø 45mm



**CS72** / Ø 50mm



**TW535** / Ø 45mm



**TW540** / Ø 45mm

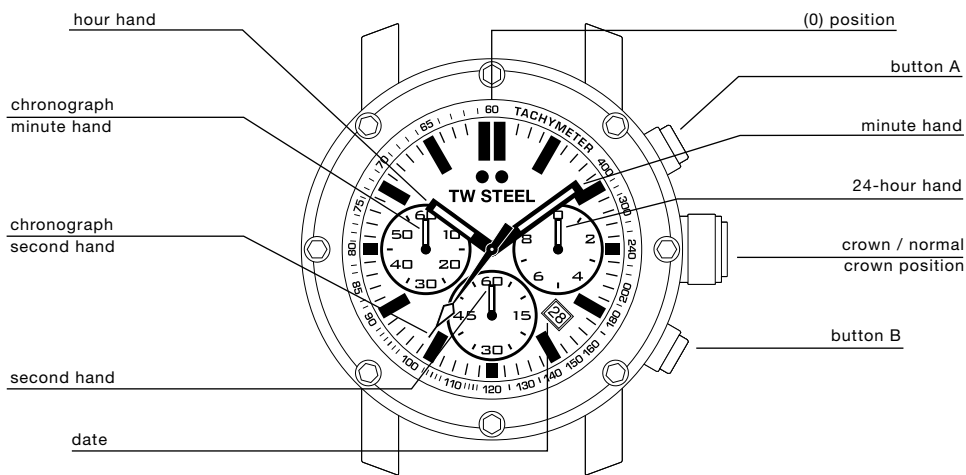


GANDEUR TECH

TS1

TECHNICAL DATA:

Movement	Miyota 6S20 (chrono) movement is accurate up to 1/20th of a second.
Case	Diameter of the case 48mm. All models are made of high grade 316L steel. Some models have a PVD rose gold plating, PVD dark titanium or PVD black coating. Some models have a sandblasted finish.
Bezel	Steel, PVD rose gold plating, PVD titanium or PVD black coating. Some bezels are hammered or have a sandblasted finish.
Crystal	Reinforced mineral crystal with sapphire layer.
Crown	Screwed crown.
Strap	Silicon with pattern and a steel, PVD rose gold plated or PVD titanium coated clasp.
Water Resistance	10 ATM
	Some models have a genuine carbon or sunray dial.





**TS1** / Ø 48mm



**TS2** / Ø 48mm



**TS3** / Ø 48mm  
PVD rose gold plating



**TS4** / Ø 48mm  
PVD dark titanium coating



**TS5** / Ø 48mm  
PVD rose gold plating



**TS6** / Ø 45mm  
PVD dark titanium coating  
Mick Doohan special edition



GRANDEUR TECH

CE4006





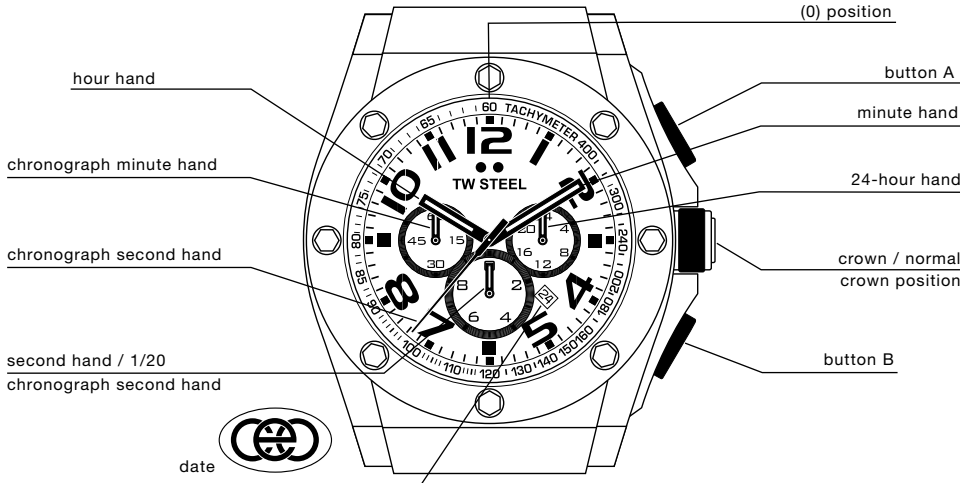
**CE4006 / Ø 44mm**  
PVD rose gold plating  
56 baguette zirkonias  
Kelly Rowland Special edition



**CE4007 / Ø 44mm**  
PVD rose gold plating  
56 baguette zirkonias  
Kelly Rowland Special edition

TECHNICAL DATA:

Movement	Miyota OS25 (chronograph) for CE4006 and CE4007 Special Edition Kelly Rowland. Miyota 6S20 (chronograph) for CE4019 and CE4020 Special Edition David Coulthard. Both OS25 and 6S20 movement are accurate up to 1/20th of a second.
Case	Diameter of the case 44mm and 48mm. All models are made of high grade 316L steel. Some models have PVD rose gold plating or PVD black coating.
Bezel	PVD rose gold plating with baguette zirkonias or PVD black coating.
Crystal	Real sapphire crystal.
Crown	Screwed crown.
Strap	Italian leather or silicon with a steel or PVD rose gold plated clasp
Water Resistance	10 ATM
	All CEO Tech watches are presented in aluxurious gift box with a special cleaning cloth.





CEO ODESSO

CE7020

## TECHNICAL DATA:

Movement	Miyota 6S10 (chrono) movement / Miyota 6S50 (big date chrono) movement
Case	Case dimension 45mm and 48mm. All models are made of high grade 316L steel. Some models have A grade PVD rose gold case
Bezel	Special designed bezel
Crystal	Sapphire coated crystal
Crown	Screwed crown. Unique hook/crown cap construction
Strap	Leather strap with folded clasp / Steel bracelet with butterfly clasp
Water Resistance	10 ATM



**CE7004** / Ø 48mm  
PVD black coating



**CE7006** / Ø 45mm



**CE7007** / Ø 45mm



**CE7010** / Ø 48mm



**CE7012** / Ø 48mm  
PVD rose gold plating



**CE7013** / Ø 45mm  
PVD rose gold plating



**CE7016** / Ø 48mm  
PVD rose gold plating



**CE7018** / Ø 48mm  
PVD rose gold plating



**CE7020** / Ø 48mm



**CE7022** / Ø 48mm



VOLANTE

VS7

# FROM A TO BOLD



TW980 / Ø 48mm  
NEW



This new Red Bull Holden Racing timepiece comes in a 48mm steel case, is powered by a state-of-the-art chronograph movement and stands out with a premium blue textile strap and a carbon dial.



**VS4** / Ø 48mm



**VS7** / Ø 45mm



**VS12** / Ø 48mm



**VS13** / Ø 45mm



VS21 / Ø 45mm



VS24 / Ø 48mm



VS31 / Ø 45mm



VS38 / Ø 48mm



**VS41** / Ø 45mm  
PVD black coating



**VS44** / Ø 48mm  
PVD black coating  
**NEW**



**VS54** / Ø 48mm  
**NEW**



**VS63** / Ø 45mm  
**NEW**



**VS74** / Ø 48mm  
PVD rose gold plating  
**NEW**



**VS83** / Ø 45mm  
PVD rose gold plating  
**NEW**



# ACE GENESIS

## FEATURES

Coming in five bold designs, the case is 44mm, 316L high-grade stainless steel, high-gloss polished, rough matte brushed and water resistant to 200 meters. The timepiece features a luxury, scratch resistant, anti-reflective sapphire crystal, and a screwed down crown.

At the mechanical heart of it all is a cutting edge, Swiss-made, 15''' Big Caliber movement. A true design masterpiece, accurate to 1/10 of a second, powering a three hand chronograph with centre stop-second time interval measurement, retrograde day indication and Big Date with quick date adjustment and a battery life time of 4 years.

The collections offers five distinctive design. Each watch face features a dial with applied chronograph rings and day indicator. The strap is a one-off combination of rubber and calf leather sporting an elegant alligator print with a stylish, high-grade, 316L stainless steel folded clasp.



**ACE101** / Ø 44mm  
Swiss made multifunction  
**NEW**



**ACE102** / Ø 44mm  
Swiss made multifunction  
**NEW**



**ACE103** / Ø 44mm  
Swiss made multifunction  
**NEW**



**ACE104** / Ø 44mm  
Swiss made multifunction  
**NEW**



**ACE105** / Ø 44mm  
Swiss made multifunction  
**NEW**

# LUXCO

IMPORTERS (PTY) LTD

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## Accounts

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## Social Media

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