



BRAND & MESSAGING GUIDE

timetimer.com

Our Story

Over 20 years ago, Time Timer® inventor Jan Rogers' youngest child struggled to make transitions from one daily routine to another. Whether it was time to get ready for school, or for homework, practice or bed, her young daughter often felt frustrated and anxious because of her inability to grasp the concept of elapsed time.

Motivated to solve this universal problem, Jan created the Time Timer®—an innovative, simple time management tool designed to “show” the passage of time through the use of a patented red disk. As time elapses, the red disk disappears—making common routines at work, school or home stress-free and enjoyable.

Today, the award-winning Time Timer helps children and adults around the world better visualize and manage the passage of time, so that they can be more productive, organized and relaxed throughout the day to “**make every moment count.**”



Mission

We improve lives through the visual measurement and management of time.



Values

Service

We strive to provide great customer experiences. We work hard and think creatively to meet our customers' needs.

Accessibility

Our family-owned company has grown organically over time. We're friendly, approachable, hard-working people—just like you.

Integrity

We put relationships first by standing behind our products and honoring our commitments.

Entrepreneurship

We're a lean team of bootstrapping innovators. We love to roll up our sleeves to tackle new challenges.

Partnership

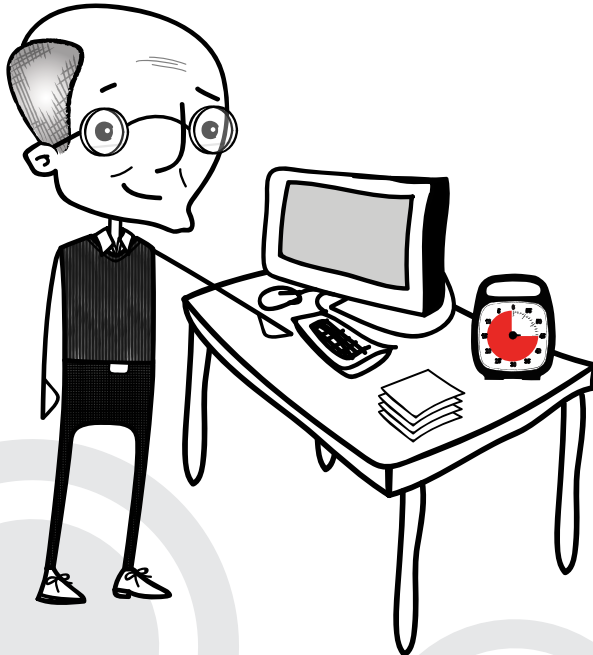
We consider our customers, colleagues and families as vital partners on one team.

Generosity

We're committed to sharing our success with others. We give back generously to our communities.

Brand Positioning Statement

For anyone who wants to measure and manage time more effectively, Time Timer® is an innovative visual timer designed to “show” the passage of time through the use of a **patented red disk that disappears as time elapses**. Unlike traditional timers that fail to make the abstract concept of time concrete, the award-winning Time Timer’s visual depiction of “time remaining” **provides stress-free time management at work, school and home** to make every moment count.



Brand
TimeTimer®

Audience
People who want to measure and manage time more effectively—for themselves or others

Core Need
Stress-free time management for greater productivity, organization and relaxation

Frame of Reference
Timers and time management tools

Point of Difference
Patented red disk that disappears as time elapses

User Insights

Over more than 20 years we've learned a few important characteristics of our users. Generally speaking, people who use Time Timers are:

Engaged

Our users tend to have been proactively looking for solutions to their time management frustrations, and might have tried other resources in the past.

Therefore, our goal is to seek out places where potential customers might be going to solve time management challenges.

Decisive

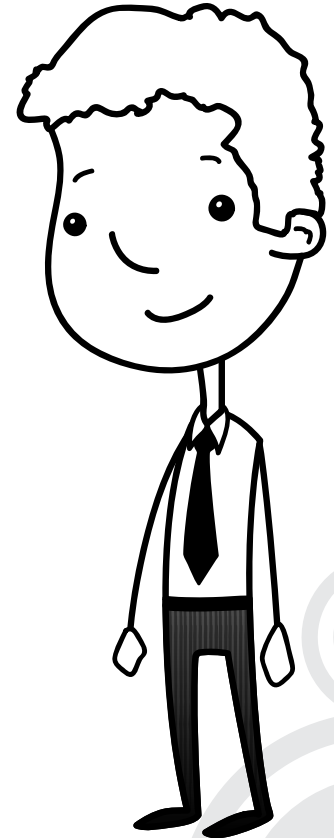
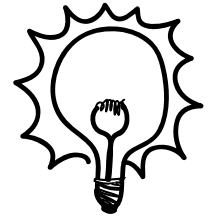
Once the "light bulb comes on" and users "see" how the timer could assist them in daily life, they're decisive and tend to make their purchase decision quickly.

Therefore, our goal is to remove as many barriers to an instantaneous purchase decision as possible.

Advocates

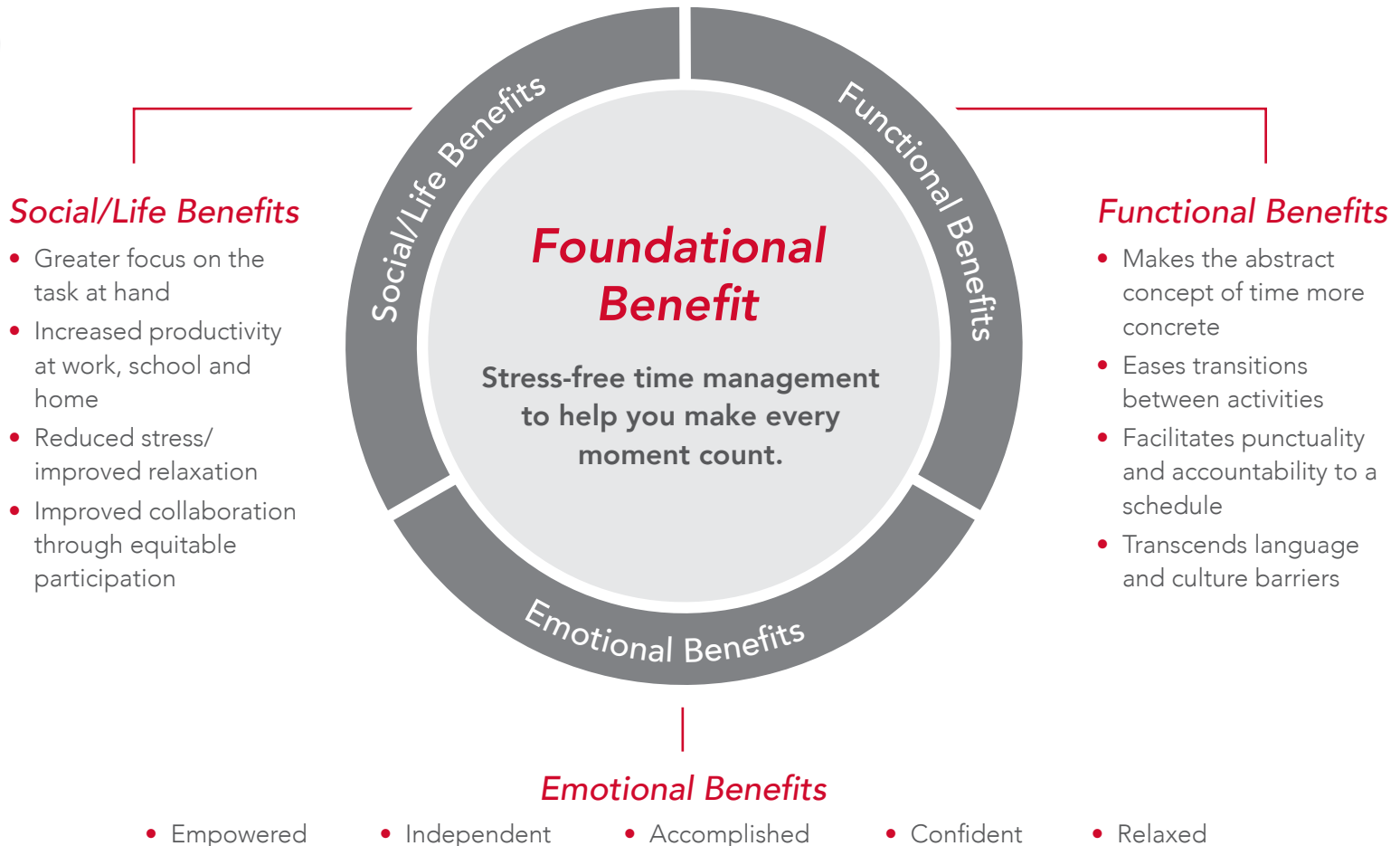
Once they've experienced the benefits of using the Time Timer, our customers tend to become outspoken champions for our product and brand.

Therefore, our goal is to equip our customers with resources to help them "share the love."

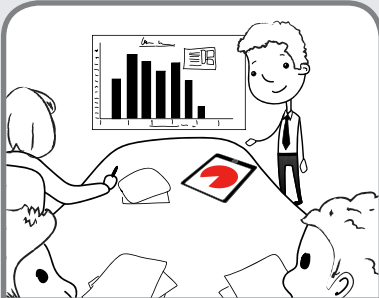


Product Benefits

Time Timer products deliver the following benefits:

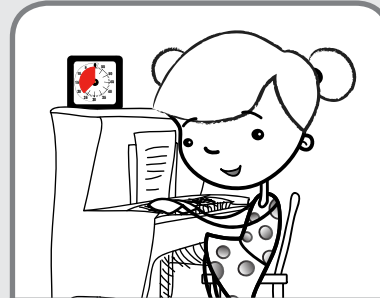


Target Markets



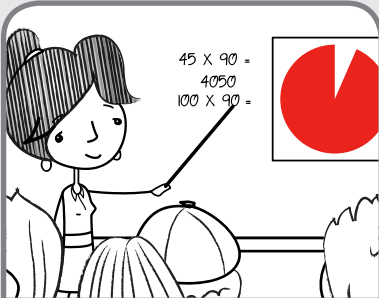
Business

Professionals rely on Time Timer's at-a-glance depiction of time remaining to improve productivity and accountability, and to keep meetings focused.



Home

Parents and children alike rely on the Time Timer's quiet visual countdown to make homework, practice, and family and household routines more peaceful.



Education

Around the world, educators rely on the Time Timer's intuitive visual countdown to assist with classroom management and help students of all ages and ability levels see and understand the passage of time.



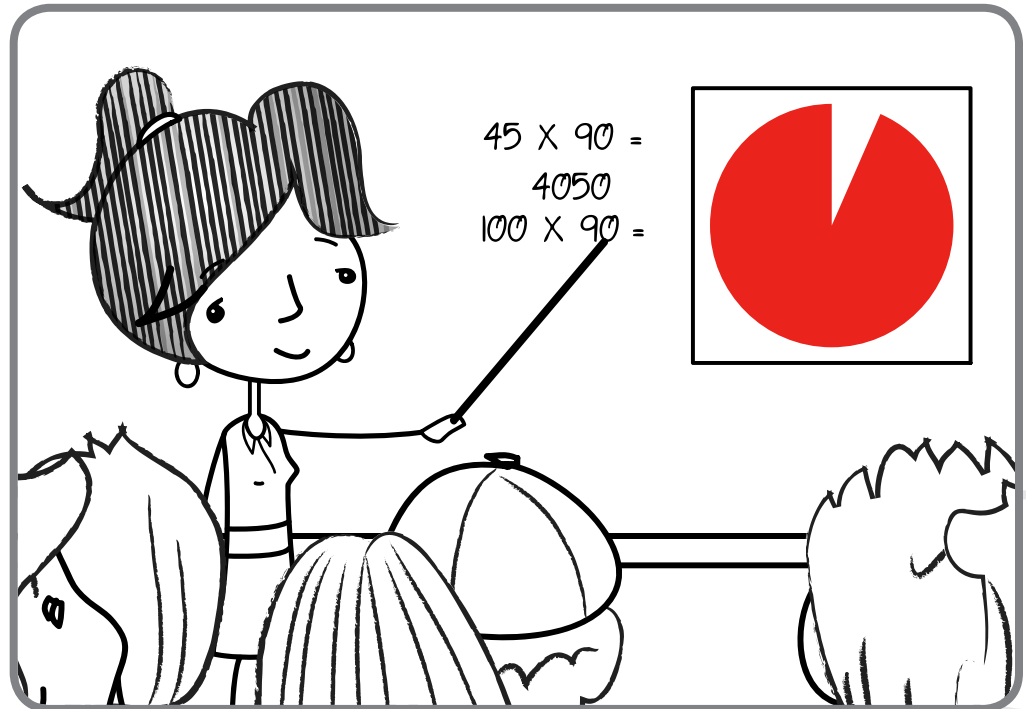
Special Needs

Children and adults who struggle with the abstract concept of time rely on Time Timer's discreet, concrete picture of time remaining for enhanced comfort, independence and productivity.

Education

Empower students to self-manage their own time and work.

- Teach the concept of time and learn to visualize time as a measurement: what does "5 minutes" really mean?
- Great for managing transitions in (and out) of the classroom, especially for children with transitional challenges and inclusion students.
- Transitions "ownership," allowing educators to be children's ally, not the "enforcer" of the classroom schedule.
- Turns work into fun and encourages sharing: How much can you clean in 15 minutes? Take turns for 20 minutes!
- Keep students calm, focused and aware of time during practice and while conducting timed standardized tests to satisfy state standards.



Home

Keep family and child routines on track and running smooth.

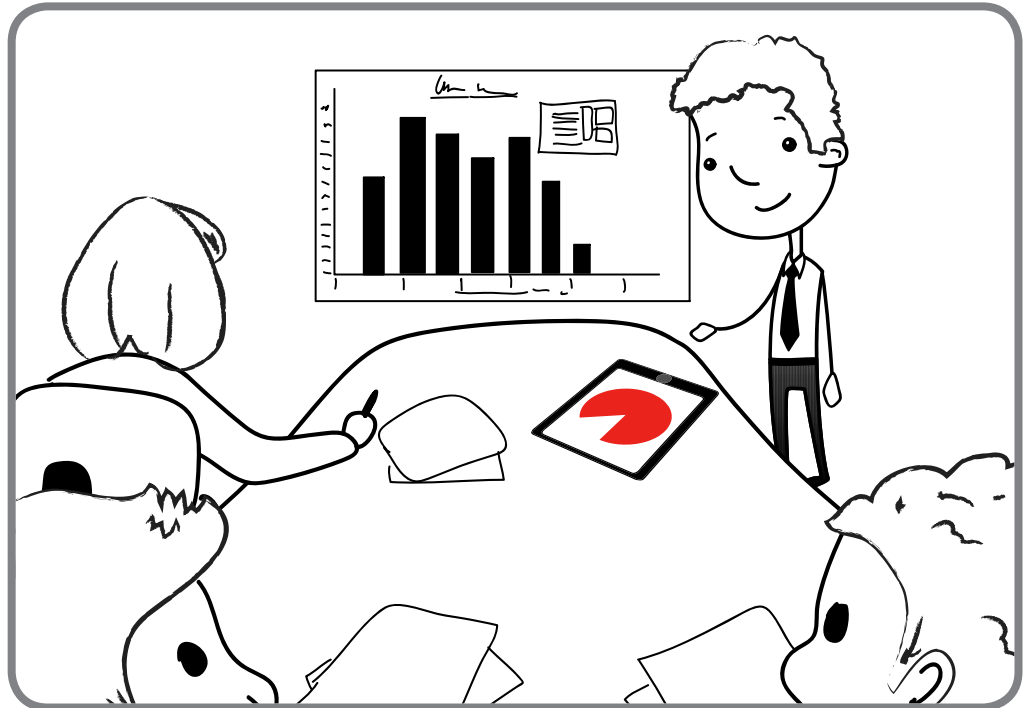


- Ease and manage daily routines: morning, dinner, bath and bedtime.
- Monitor homework, computer use, instrument practice and play time.
- Help upset children calm down and watch their frustration fade as the red disk vanishes.
- Get the entire family out of the house on time when everyone can see how much time is left.
- Race against the Time Timer to see how quickly you can clean rooms or complete other tasks at home.
- Keep track of valuable time and break large, overwhelming projects into small, manageable 10-minute activities.
- Help set appropriate boundaries by letting slow eaters know how much time is available to eat meals and snacks.

Business

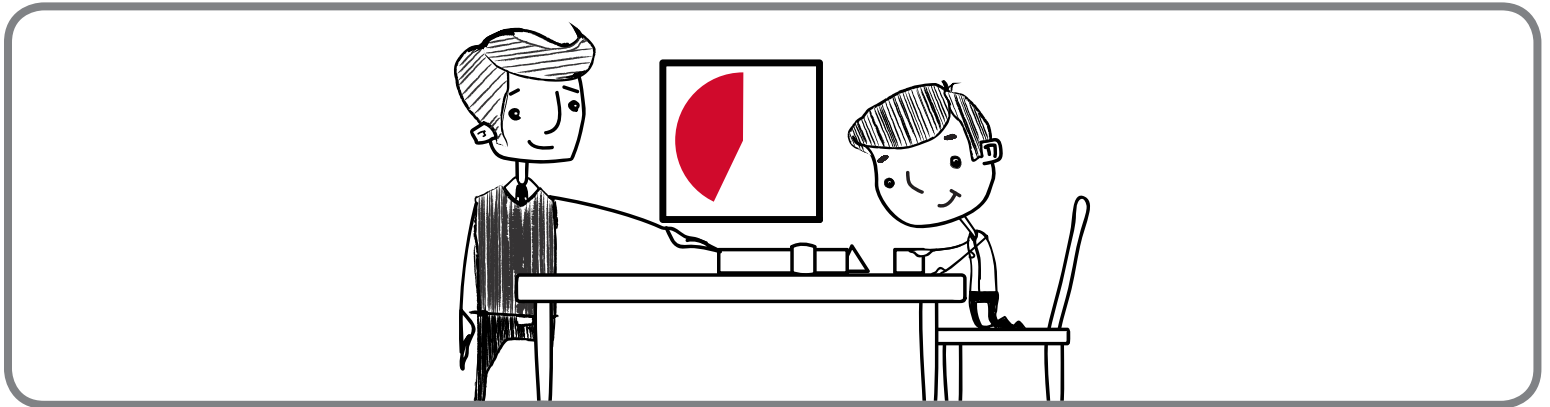
Working independently or with a team, create a shared sense of time and urgency.

- Stay on task and focused throughout the day to maximize efficiency—time is money!
- Helps to keep meetings on track at a glance, while giving everyone equal time to participate.
- Facilitates workshops, breakout sessions and refreshment breaks.
- Generate ideas more quickly through timed brainstorming.
- Keep schedules moving and effectively manage time spent with patients in healthcare and therapy.
- Deliver succinct, impressive presentations without the “mental math” of how much time remains.
- Create a sense of urgency with teams and meeting time.



Special Needs

At any age, the Time Timer is a trusted resource to help manage activities and daily living.



Learning disabilities & ADHD:

- Use the Time Timer anywhere to help “manage life” and develop a reliable internal clock.
- Break big challenges into small tasks.
- Prevent hyperfocus for extended periods of time.

Autism:

- Eases stressful transitions by showing “how much longer” and “here’s what ‘5 more minutes’ really means.”
- Encourages confidence, independence and natural talents like visual thinking.
- Shows when challenging activities will end: “Let’s go shopping for 30 minutes.”
- Helps visitors and new caregivers stick to the family routine.

Therapy sessions:

- See at a glance how much time is left with no disruptive alarm.
- Keep sessions focused and on track, and manage time in between sessions to document notes.
- Monitor timed responses to assist with diagnoses.

Reasons to Believe



Customers trust the Time Timer brand because:

- The Time Timer is highly regarded and frequently recommended by key opinion leaders, professional therapists, organizers and educators
- We have sold **well over one million Time Timers** in **more than 30 countries** over **more than 20 years** in the marketplace
- The Time Timer transcends language and culture barriers—it is a truly international, intuitive and accessible product
- We have received numerous product and company awards from highly regarded groups and publications

As seen on:



Family of Products



Timers

- Time Timer MOD, Charcoal Gray (TTM9), Lime Green (TTM9-GR), Sky Blue (TTM9-BL)
- Time Timer PLUS, Charcoal Gray (TTP7), White (TTP7-WHT)
- Time Timer 3" (TTA4)
- Time Timer 8" (TTA1)
- Time Timer 12" (TTA2)



Digital Applications

- Desktop Software (TT5)
- iPhone / iPod App
- iPad App
- Android App



Watches

- Watch PLUS - Large (TTW8A)
- Watch PLUS - Small, Charcoal Gray (TTW8Y-OR), Lime Green (TT8Y-GR), Berry (TT8Y-BR), Sky Blue (TT8Y-BL)



Accessories

- MOD Covers, Lime Green (TTMC1-GR), Berry (TTMC1-BR), Sky Blue (TTMC1-BL)
- Visual Schedule Kit 8" (TTVSK8)
- Visual Schedule Kit 12" (TTVSK12)
- IDEO Time Timer Edition (TTID35)
- Time Timer Dry Erase Board (TTWB6)
- Each Minute, Every Moment (TTBK15)

Visual Language



Satisfaction Guarantee

We're so convinced that a Time Timer will improve the way your customers live, we offer a 100% money-back guarantee.

If your customers aren't completely satisfied with any Time Timer, we'll make it right. They can simply send it back to us within 12 months of purchase for a full refund or exchange—or we'll issue you a credit—no questions asked.



Contact Us

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hear from you.*

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