

The Story of

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BRAMWELL BROWN,  
YOUR TIDE CLOCK  
*and*

INSTRUCTION MANUAL

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# Ahoy there!

We would dearly like to thank you for purchasing your Mechanimated Tide Clock. We hope that it will be a really useful guide to your local tide movements, and help you plan many a happy trip to the beach or out on the water! We provide this booklet not just as an instruction manual but to tell a little of our story to date and the ethos of our budding business. As always, we'd love to hear any comments or feedback you might have, so please get in touch!

All the best,

A photograph of two handwritten signatures. The first signature on the left is 'Ross' in a bold, cursive font. To its right is a smaller, more fluid signature 'e' followed by 'Sarah' in a cursive script.

(Founders of Bramwell Brown)

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## EXTEND YOUR WARRANTY

All Bramwell Brown clocks come with an automatic one year warranty provided you retain proof of purchase. We also offer the opportunity to extend this to two years by registering your clock number with us. To register go to

[www.bramwellbrown.com](http://www.bramwellbrown.com) then click on the link to “Register My Clock” and enter the number on the back of the clock, your first name and email address.

By registering your clock you can find out information on the artist responsible for the harbour artwork on your clock and the seaside town that it was inspired by. We are constantly developing artwork depicting new seaside locations. Please do check our website and blog for the latest editions to range.

Our website also provides information on the charitable causes that Bramwell Brown supports. By registering your clock you can hear what we've been donating to of late.

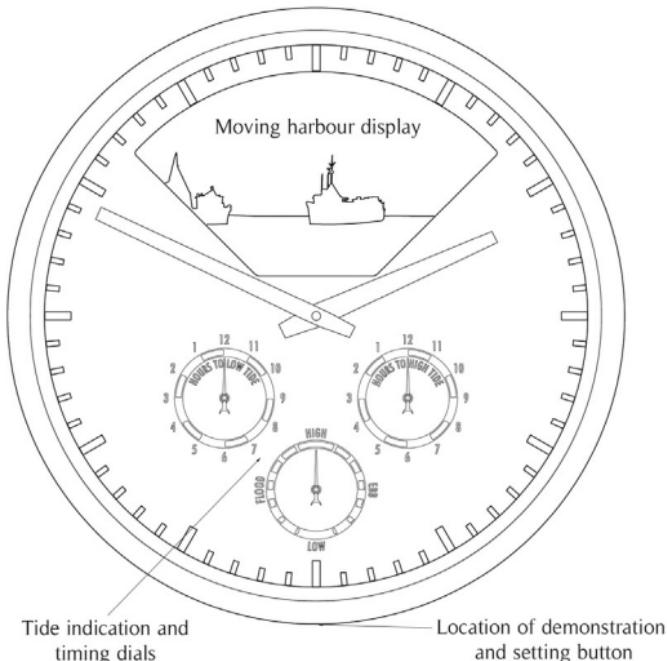
## TAKING CARE OF YOUR CLOCK

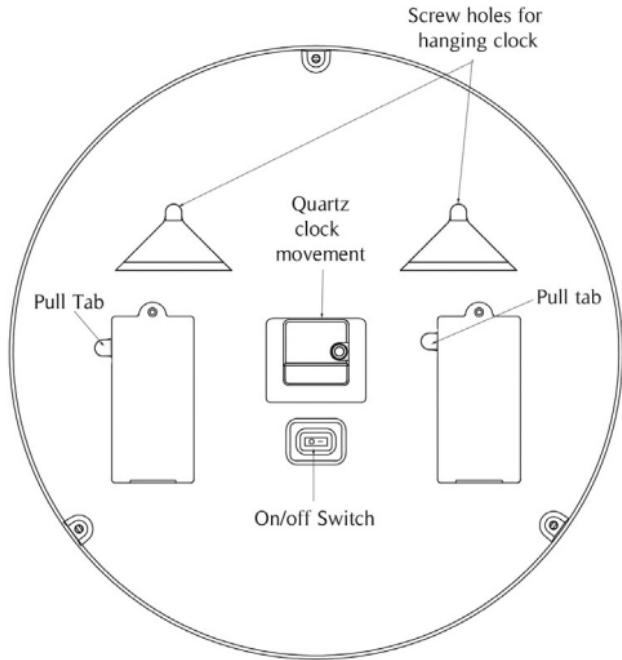
We have taken every care to ensure your clock is of the highest build quality, and as such to last and be enjoyed for many years to come. However, being a complex mechanism, there is a certain degree of unavoidable fragility that will obviously not withstand being subjected to extreme forces or temperatures. As with any clock, please bear this in mind when handling it and when choosing where to position it in your home. For example, *we would advise against hanging it above a hot radiator or next to a South facing window.* Please also note that your clock is for indoor use only!

The layers of mechanical harbour scenery in your clock have been carefully optimised to work with the clock in an upright position, as hung on a wall. Therefore, to avoid putting unnecessary strain on the mechanism, *do not allow the clock to move mechanically when laid horizontal*. This is important to remember when first switching the clock on.

If storage is required, please store in an upright position and switched off to avoid risk of damage to the clock's mechanics. We also recommend removing the batteries if it is not going to be used for some time.

## GETTING STARTED





### *Setting the Time:*

1. To activate the clock mechanism (which runs independently to the harbour scenery and tide dials), locate one of the AA batteries which are included with your clock and insert it into the central quartz clock movement on the back.
2. Adjust the time by rotating the green knob found next to where you inserted the battery.

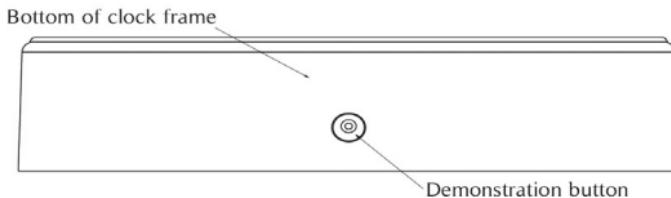
### *Activating the Harbour and Tide Dials:*

If you've purchased the clock in the UK then all the other batteries required to get the clock set up are already installed.

1. Ensure the on/off switch on the back is first in its “off” position
2. Remove the 2 pull tabs from the back of the clock.
3. Turn the switch to “on” only when the clock is in an *upright* position. (Remember to turn the switch to “off” any time the clock is to be laid flat.)
4. Once the switch is on the clock will commence its semi-diurnal (24 hours, 50 minutes and 30 seconds) timer. The dials and harbour scene will then move in synchronisation *every thirty minutes*, updating the tide level and forecast.

## SETTING YOUR TIDE CLOCK

Put simply, you can set your clock to the local tide by holding down the demonstration button and releasing it when the tide shown on the clock has moved to the right position.



### *Preparation:*

You will need to start by consulting a tide timetable for accurate timings. Timetables are usually available in local shops. Alternatively, go to [www.tide-forecast.com](http://www.tide-forecast.com) and search for your nearest section of coastline. Once you have accurate tidal information you can set about aligning the clock dials with the local tide.

For most precise results the clock should be set when your local tide is at its highest point.

*Once you're ready:*

1. Press and hold the demonstration button
2. Release the button when it reaches 'High Tide'
3. Both the clock and the actual tide will now be at their highest point and will be in sync.
4. That's it! From then on the half-hourly movements of your clock should match that of your local coastline and should not need further adjustment.

For maximum accuracy the above process can be done at a Full Moon!

## BRINGING THE HARBOUR SCENE TO LIFE WITH THE DEMONSTRATION FUNCTION

Your Tide Clock will move on its own every thirty minutes, however, pressing the demonstration button allows you to show a full loop of the tide scene and dials, as would be normally be shown over the course of an entire lunar day.

1. Locate, press and hold momentarily the demonstration button on the base of the clock
2. Take care not to hold the button for too long to avoid accidentally adjusting the tide setting as described above.

Please note, if the demonstration button ceases to work while the half hourly movements continue it will be because the batteries have reached a low level and the clever system is conserving power.

## **TEDIOUS BUT IMPORTANT FORMALITIES**

At every childhood trip to the beach, like many of us, we were told that we mustn't swim too soon after munching our sandy sandwiches. Whether there was any good reason behind this alleged extreme danger or whether it was simple parental swim-avoidance tactics we're still unsure! However, what we can and must advise are the following vital rules to follow for your own beach trips and for general use of your Tide Clock:

1. Do not use your Tide Clocks as a replacement for publically available tide timetables in situations where you or others depend on such information for personal safety or security. Tides and sea currents can be very powerful and our Tide Clock must be used as a guide only.
2. Your tide clock is not be used as a navigational tool, for example, for sailing purposes.
3. Remember your Tide Clock is primarily for visual enjoyment rather than a serious indicator of the tide's exact movements.

## **WHAT IF MY TIDE CLOCK READINGS DON'T MATCH THE ACTUAL TIDES?**

As mentioned above, your tide clock works on a semi-diurnal mechanism. This means that it works by timing the moon's (nearly) 25 hour orbit around the Earth, and therefore the gravitational force behind the twice daily rise and fall of a standard diurnal tide. The precision quartz movement measures the average 6 hours, 12 ½ minutes between high and low tides to an accuracy of 10 seconds per year.

To fully enjoy your tide clock you need to appreciate that the gravitational pull of the moon is not completely consistent over the lunar month. As a result of this, there are slight fluctuations in the time between daily high and low tides and, as mentioned already, the 6 hours and 12  $\frac{1}{2}$  minutes is an *average*. Variations either side of this may be up to an hour but are normal and to be expected of any tide clock.

Throughout the month your Tide Clock should remain a useful, practical guide to the condition of your local tide. If however, you are having difficulties with getting it to synchronise with local tide timings it is not useful to keep changing the settings. Try setting the clock to high tide at a full or new moon to ensure maximum accuracy. It's also worth noting that pressing the demo button excessively could result in your clock eventually becoming noticeably out of sync.

Finally, please remember that not every coastal location has a standard semi-diurnal tide. The classic example on the British coast is the Solent area where the effect of the water moving around the Isle of Wight causes dramatically different tide patterns on the nearby coast. In such locations, other factors such as the shape of the coastline are coming into play and no semi-diurnal tide clock will be accurate.

## HANGING THE CLOCK

Dependent on the size of your clock it will have either one or two screw holes on which to hang it on the wall. Included with the clock is a clock hanging template which provides further instructions and allows you to easily locate exactly where to drill and position the screws.

Start by working out where and at what height you want to hang your clock then position the drilling guide to match the desired clock outline. (If you have some masking tape to hold the guide to the wall this would make things easier!) Do also take care to ensure the horizontal line on the drill guide is actually horizontal!

You can then mark the wall through the paper (perhaps with the tip of a nail) and remove the template prior to drilling on the newly marked locations.

Please take care to ensure you use a drill bit, wall plugs and screws that are appropriate to your wall type as well as taking appropriate safety precautions when using a drill. This includes ensuring the wall is suitable to drill into and free of electrical wires. Take advice if necessary or ask a professional for help!

## CHANGING THE BATTERIES

The batteries included with your Tide Clock will, of course, not last forever. When the remaining battery life reaches a lower level a clever mechanism switches off the demonstration function to conserve power. This helps maximise the amount of time your clock will continue its day to day function – which in normal circumstances should be over a year.

When the batteries need replacing you can choose to either replace all 8 or just 4, with either the left or right hand battery chamber completely empty. The clock will run as normal with just 4 batteries but the demonstration function will not work.

When the batteries are expired please dispose of them responsibly and recycle them if local facilities allow. If you are in the UK you can find out where your nearest recycling service is at

[www.recycle-more.co.uk/banklocator.aspx](http://www.recycle-more.co.uk/banklocator.aspx)

Bramwell Brown has also gone to great lengths in making sure that your clock has been designed in a way that has minimal environmental impact. All clocks in the Bramwell Brown range have been designed to be 'cradle to cradle'. This means that if you ever feel that your clock has reached the end of its life then its parts can be spared from landfill and recycled or re-used. For more information on Bramwell Brown's current recycling scheme for clocks please email us at [hello@bramwellbrown.com](mailto:hello@bramwellbrown.com)

## ABOUT BRAMWELL BROWN LTD

Bramwell Brown was founded with the single simple principle of using imaginative design to reinvent classic clocks and barometers for the 21st century.

We are a London-based brother and sister team, originally from Lancashire in the North of England, and are proud to design and build all of our clocks in the UK.

Our inspiration came from the analogue displays and mechanics of traditional time pieces we grew up with, plus a desire to create clocks that were simply a bit more exciting! It was our aim that through modern innovation we would give our time-pieces functionality to match any digital device. By incorporating intriguing mechanics and inventive design they would also be more visually engaging and bring a smile to your face!

Our range of ‘Mechanimated’ clocks, including our Weather Clocks, is always developing. To see the currently available range of limited edition versions please visit our website. You can also subscribe to our newsletter to hear about upcoming designs and special offers. Alternatively, if you have any feedback on our current products or any suggestions for future designs do please get in touch via the suggestions tab on our website!

## CONTACT US

If you have any comments or queries we would love to hear from you! Drop us a line at any of the following:

Website: [www.bramwellbrown.com](http://www.bramwellbrown.com)

Email: [hello@bramwellbrown.com](mailto:hello@bramwellbrown.com)

Telephone: 0207 183 3651

Twitter: @bram\_brown

Instagram: [bramwellbrown](#)



