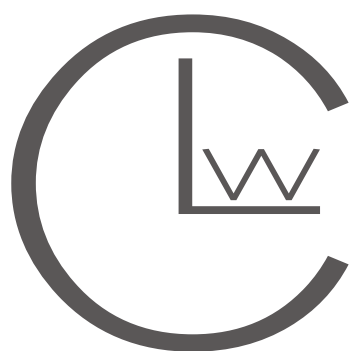


LLOYDS

WATCH CO.

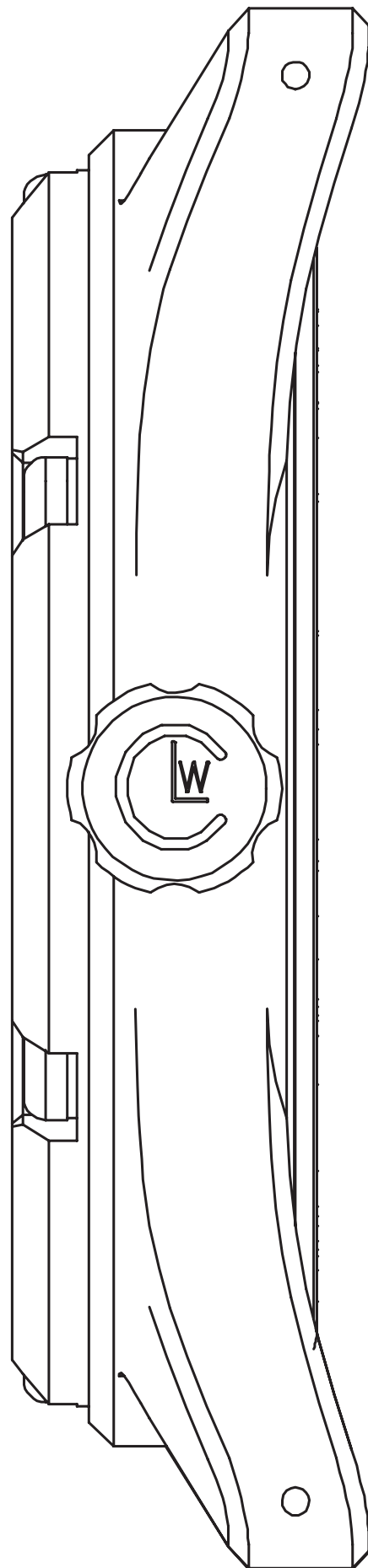
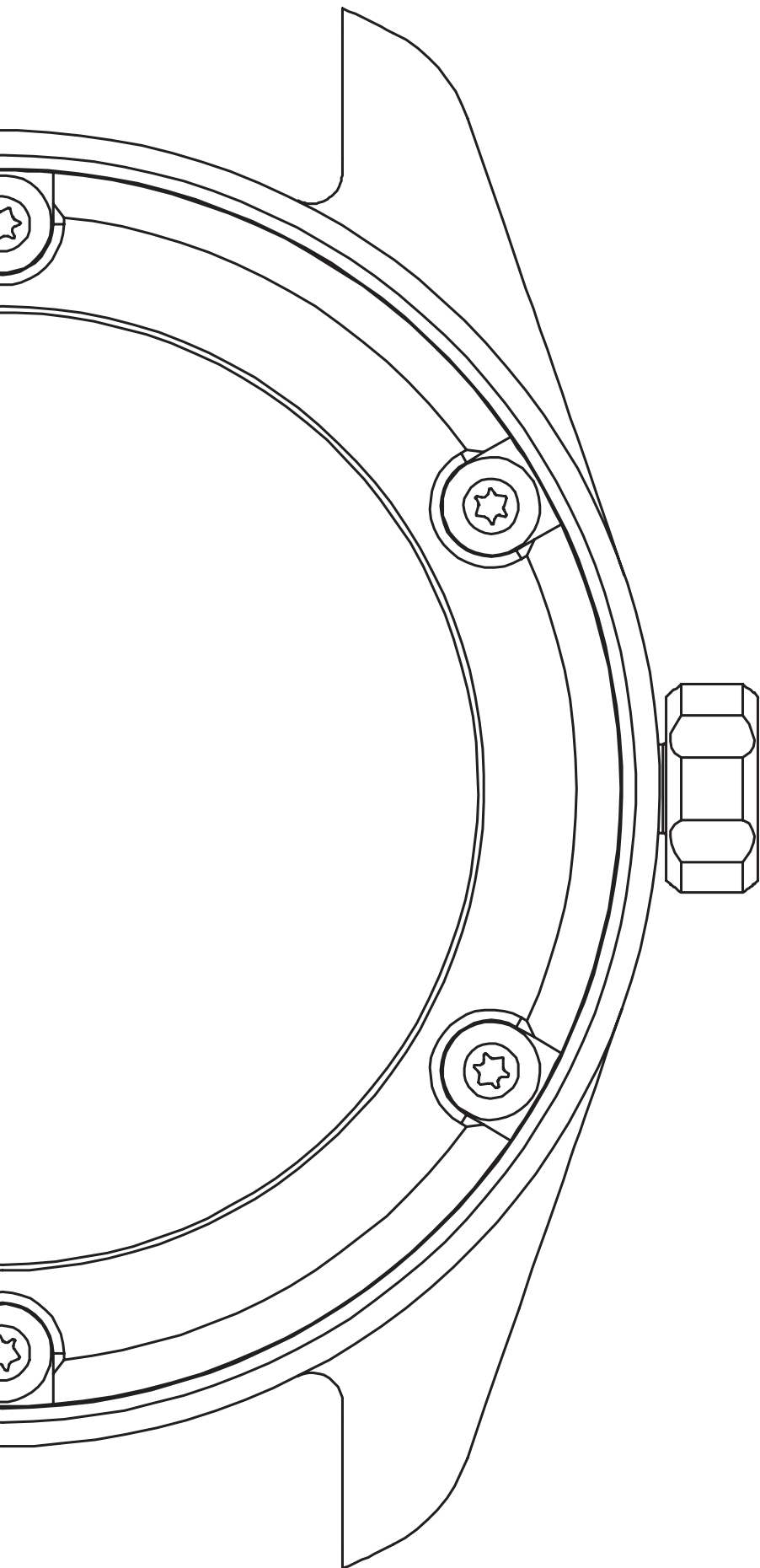


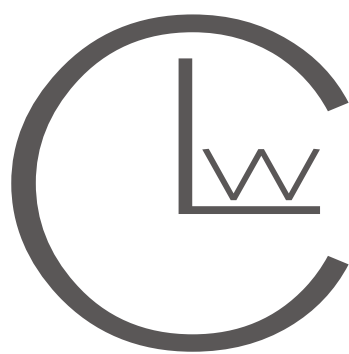
O P E R A T I N G
I N S T R U C T I O N S



S E R I E S A

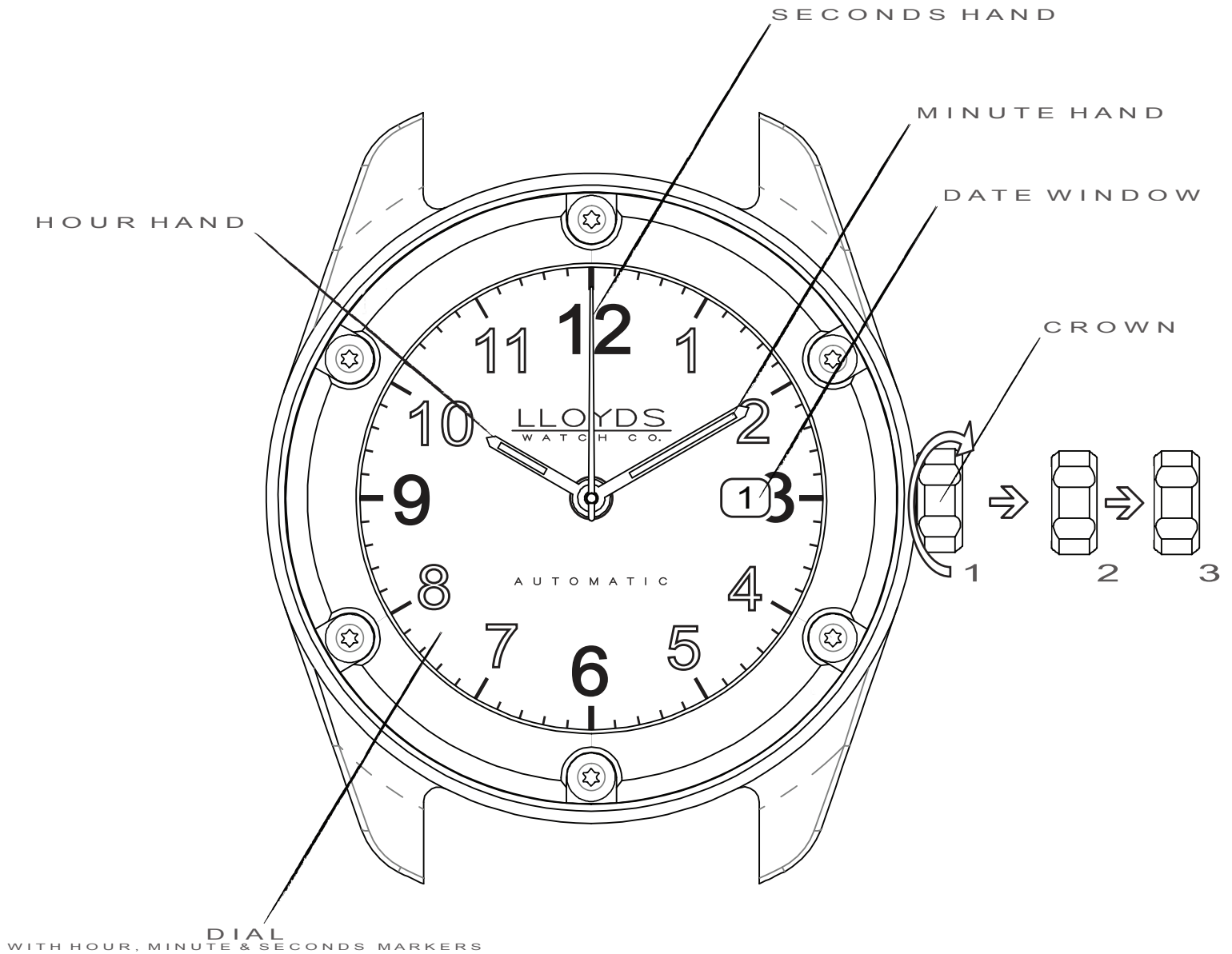




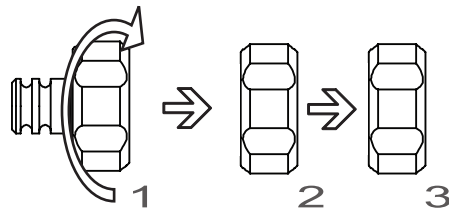


I N S T R U C T I O N S

1.0 PRODUCT OVERVIEW:



2.0 WINDING CROWN:



The winding crown has 3 positions, as shown above. It is used to manually wind the watch (Position 1), to set the date (Position 2) and to set the time (Position 3).

2.1 WINDING :

Your watch features a self-winding (automatic) movement. The movements of your wrist sets a rotating mass in motion. This rotating motion tensions the mainspring in the watches movement, the mainspring is responsible for storing energy to power the watch.

Once you remove your fully wound watch, it will continue to run for up to 38 hours. It will then stop once all of the power reserve has been depleted.

The watch can be rewound manually, by hand (Position 1 - approximately 10 to 15 clockwise turns of the crown.)

CAUTION! *It is recommended that you wind the watch before putting it on. By doing so, you will avoid placing increased amounts of lateral pressure on the winding stem, which over time could cause damage.*

2.2 SETTING THE DATE :

The date is indicated inside the date window, located at 3 o'clock on the dial of your watch. To set the date, carefully pull the crown out to Position 2. Rotate the crown clockwise to scroll through the dates until reaching your desired date.

Once set, simply return the crown back to Position 1.

CAUTION! *The date mechanism is blocked between 10p.m. and 2a.m. If you need to change the date, please do so between 2a.m. and 10p.m. Failure to do so could cause damage to the date mechanism of your watch.*

It is recommended that you set the date on your watch before putting it on. By doing so, you will avoid placing increased amounts of lateral pressure on the winding stem, which over time could cause damage.

2.3 SETTING THE TIME :

In order to set the time on your watch, carefully pull the crown out to Position 3. Rotate the crown until the correct time is displayed by the Hour and Minute hands.

Once set, simply return the crown back to Position 1.

CAUTION! *It is recommended that you set the time on your watch before putting it on. By doing so, you will avoid placing increased amounts of lateral pressure on the winding stem, which over time could cause damage.*

If you find the mechanism disengages whilst you are setting the time, return the crown to position 1. Once returned, pull the crown back out to Position 3 and resume setting the time.

TAKING CARE OF YOUR WATCH

3.0 CERTIFICATE OF AUTHENTICITY:

Your Lloyds Watch Co. timepiece is delivered with a Certificate of Authenticity, which indicates the model designation and serial no. of your watch.

The certificate is only valid if it is signed and dated by Jordan Lloyd - Owner & Founder of Lloyds Watch Company Ltd. It must also bare the Lloyds Watch Co. stamp of approval.

This certificate guarantees the authenticity of your timepiece as a genuine Lloyds Watch Company product.

3.1 CLEANING YOUR WATCH:

Your Lloyds Watch Co. timepiece is also delivered with a branded micro fibre cleaning cloth. It is recommended that you keep your watch clean by using this cleaning cloth. Should your watch become contaminated through day to day usage, gently wipe the micro fibre cloth over the watch to remove all dirt.

Care must be taken in order to remove large surface contaminants before wiping the watch. Failure to do so may result in you accidentally scratching your watch.

CAUTION! *In an attempt to clean your watch, please do not place it directly under running water. This can subject the seals of your watch to accelerated stress and could compromise the water resistance of your watch. The cleaning method stated above will be more than adequate enough.*

3.2 ACCURACY:

The following rate of accuracy has been stated by the manufacturer of your watches automatic movement:

‘Plus or Minus 20 seconds over a period of 24 hours.’

The limit values are subjected to interpretation: 95% of the pieces delivered in a lot must be within the specified limits.

The precision of a mechanical watch is determined by how accurately it keeps time. A watch that appears to be running fast or slow is considered precise if the amount of time of which is gained or lossed remains constant. Such deviation can be easily corrected, if needed. Your temperature or the nature of your physical activity can cause such irregularities. Changes in temperature or air pressure, the presence of magnetic fields (as produced by most electronic devices) as well as vibrations, shock and other factors may affect your watches accuracy.

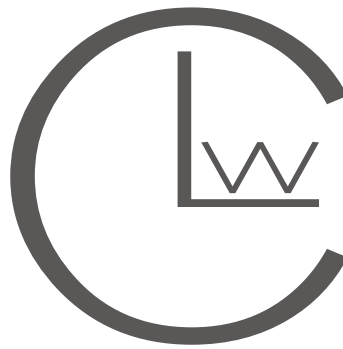
Should you notice that your watch exhibits irregularities in its time keeping, please get in contact. If the watch is deemed at fault it may be returned to Lloyds Watch Co. for a full inspection.

3.3 WATER RESISTANCE:

Your Lloyds Watch Co. timepiece has a water resistance rating of 3ATM. Although your watch carries this water resistance rating, it is recommended that you do not carry out activities such as swimming or showering whilst wearing your watch. Activities such as these can increase the water pressure acting on the seals in your watch and cause them to fail.

Your watch is assembled with a number of seals to protect the movement against the ingress of dust and moisture during day to day usage.

Should you have any further questions, or require more information regarding the operation and maintenance of your watch. Please do not hesitate to contact us.



info@lloydswatchco.com

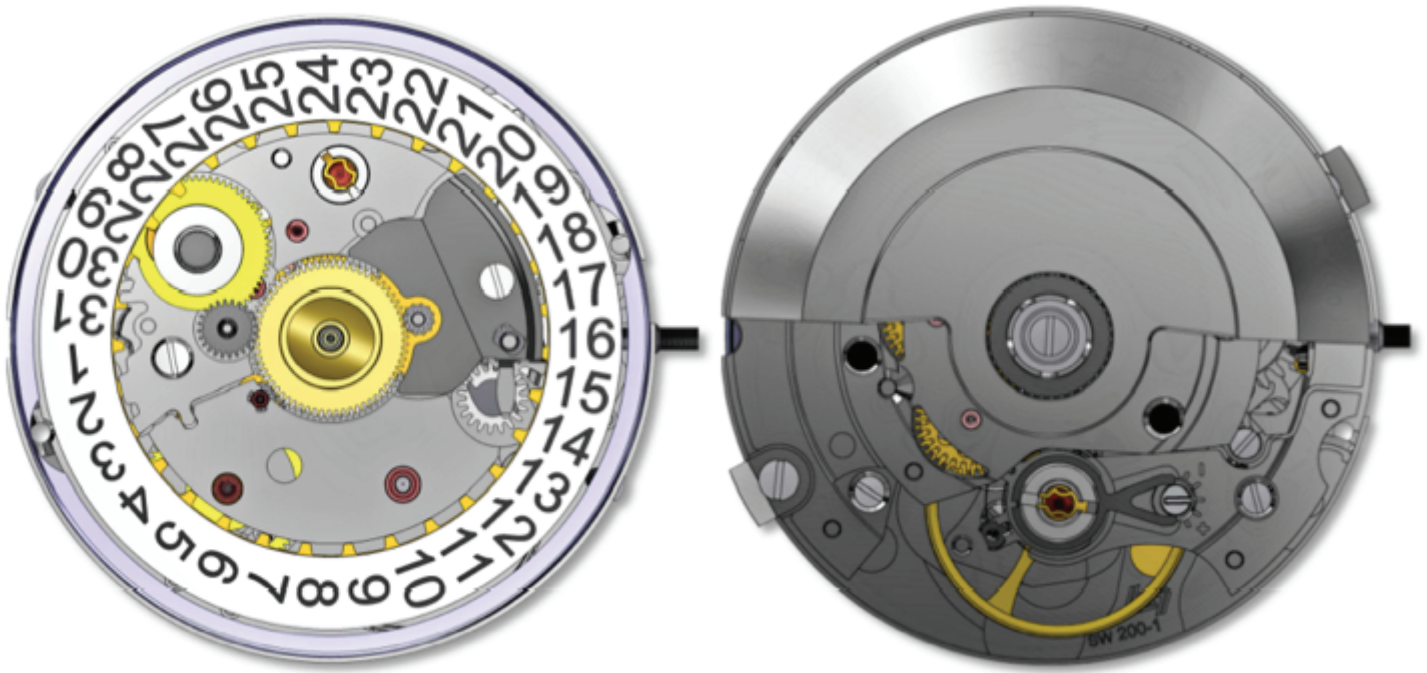
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www.lloydswatchco.com

M O V E M E N T S P E C I F I C A T I O N

4.0 SPECIFICATION OF THE MOVEMENT:

Self-Winding (Automatic) Mechanical Movement
Swiss Made



Calibre	Sellita SW200-1
Diameter	25.00mm
Height	4.60mm
Number of Jewels	26
Power Reserve	38 hours
Frequency	28 800 A/h (4 Hz)
Displays:	
Hour and Minute hands for local time	
Subsidiary Displays:	
Date at 3 o'clock	

