

MAXUM



SUMMER 19 DEALER CATALOGUE
AUSTRALIA / NEW ZEALAND



Launched in 1999, MAXUM is designed in Australia, for Australian conditions. Offering quality 100m water resistant watches and combining form, function & fashion, MAXUM is engineered to embrace the Australian beach culture & surf lifestyle.



INDEX

GENTS

Gents Digital	8
Gents Ana-Digital	12

UNISEX

Unisex Digital	16
Unisex Ana-Digital	20

LADIES

Ladies Digital	22
----------------	----

ADDITIONAL INFORMATION

Social Media	32
Events & Sponsorship / Online EDM	33
In-store & Online Visuals	34
Point of Sale Visuals	35
Point of Sale	36
Merchandising Guidelines	38
Warranty & Service Information	39
Water Resistance Guide	40

Designed in Australia for Australian conditions, MAXUM offers quality watches engineered to embrace the Australian beach culture & surf lifestyle. Offering an unparalleled 2 year replacement warranty, MAXUM combines function, form and fashion; 100m water resistancy on all products making it perfect for the water sports enthusiast.

MAXUM - Goes Everywhere You Do!

DIGITAL
\$79 RRP



-  Chronograph
-  Alarm
-  Backlight
-  Scratch Resistant Lens
-  12/24 Hour Time Format
-  Countdown Timer




* Features vary by model

ANA-DIGITAL
\$99-\$119 RRP

-  Digital & Analogue Function
-  Chronograph
-  Alarm
-  Backlight
-  Scratch Resistant Lens
-  12/24 Hour Time Format
-  Countdown Timer



VALUE PROPOSITION

-  2 Year Replacement Warranty
-  100m Water Resistant
-  Starting from \$79

#MAXUMWATCHES



@MAXUMWATCHES



@MAXUMWATCHESAUSTRALIA



SEP

NEW

NUGGET



TREND HIGHLIGHT; METALLICS



Rose gold and bronze are coming in HOT this season! Wear these shimmery metallics on their own, or paired with a stark black contrast to really make this trend pop!

SEP
NEW
**MINIMAX
MARK 2**



SEP
NEW

**MINIMAX
MARK 2**

GENTS DIGITAL

KEY FEATURES

-  2 Year Replacement Warranty
-  100m Water Resistant
-  Chronograph
-  Backlight
-  Alarm
-  Scratch Resistant Lens
-  12/24 Hour Format

\$79



DEC
NEW
RENEGADE
\$79

X1916G1
BLACK CASE W. RED AND BLUE DETAIL /
NEGATIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



SMASH
\$79
X1835G1

BLACK CASE /
NEGATIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



EXTRA
\$79
X1910G1

BLACK CASE / SILVER BEZEL /
NEGATIVE DIAL /
GREEN POLYURETHANE STRAP /
100M WATER RESISTANT



SEP
NEW
TRU NORTH
\$79
X1915G1

BLACK CASE / BLACK BEZEL /
POSITIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



EXTRA
\$79
X1910G2

GREY CASE / SILVER BEZEL /
POSITIVE DIAL /
BLUE POLYURETHANE STRAP /
100M WATER RESISTANT





47
mm

HIGH KEY

\$79

X1911G1

GREY CASE / BLACK BEZEL /
NEGATIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



GROUND ZERO

\$79

X1834G2

BLACK CASE W. RED DETAIL /
POSITIVE DIAL / BLACK
POLYURETHANE STRAP /
100M WATER RESISTANT



54
mm



48
mm

DEC
NEW

BULK

\$79

X1922G2

BLUE CASE / GREY BEZEL
POSITIVE DIAL /
BLUE POLYURETHANE STRAP /
100M WATER RESISTANT



48
mm

BULK

\$79

X1922G1

SILVER CASE / SILVER BEZEL /
POSITIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



54
mm

GROUND ZERO

\$79

X1834G1

BLACK CASE /
NEGATIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



GENTS ANA-DIGITAL

KEY FEATURES

-  2 Year Replacement Warranty
-  100m Water Resistant
-  Chronograph
-  Backlight
-  Countdown Timer
-  Alarm
-  Scratch Resistant Lens
-  12/24 Hour Format

\$99 - \$119



45 mm

NINJA

\$99

X1912G2

BLACK CASE / GREY BEZEL /
POSITIVE DIAL /
BLUE POLYURETHANE STRAP /
100M WATER RESISTANT



48 mm

BULK

\$119

X1720G2

STAINLESS STEEL CASE /
POSITIVE DIAL /
STAINLESS STEEL BRACELET /
100M WATER RESISTANT



48 mm

BULK

\$99

X1720G1

STAINLESS STEEL CASE /
POSITIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



40 mm

MINI BULK

\$99

X1721G1

STAINLESS STEEL CASE /
NEGATIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



45 mm

NINJA

\$99

X1912G1

BLACK CASE / GREY BEZEL /
NEGATIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT





100 PERCENT

\$99

X1830G2

GREY CASE W. ORANGE DETAIL /
POSITIVE DIAL /
GREY POLYURETHANE STRAP /
100M WATER RESISTANT



100 PERCENT

\$99

X1830G1

BLACK CASE W. BLUE DETAIL /
POSITIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



UNISEX DIGITAL

KEY FEATURES

-  2 Year Replacement Warranty
-  100m Water Resistant
-  Chronograph
-  Backlight
-  Alarm
-  Scratch Resistant Lens
-  12/24 Hour Format

\$79



AD
STYLE



AD
STYLE

DEC
NEW

DIGIT

\$79

X1920L2

NAVY CASE / POSITIVE DIAL /
NAVY POLYURETHANE STRAP /
100M WATER RESISTANT



9 320494 146246

DEC
NEW

DIGIT

\$79

X1920L1

BLACK CASE W. RED AND BLUE
DETAIL /NEGATIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



9 320494 146253



48
mm

FRESH

\$79

X1904L1

NAVY CASE / NAVY BEZEL /
POSITIVE DIAL /
NAVY POLYURETHANE STRAP /
100M WATER RESISTANT



9 320494 146024



DEC
NEW

BREAKER

\$79

X1906L1

BLUE CASE / BLACK BEZEL
POSITIVE DIAL /
BLUE POLYURETHANE STRAP /
100M WATER RESISTANT



9 320494 146314

MINIMAX MARK 2

\$79

X1907L2

BLUE CASE / SILVER BEZEL /
POSITIVE DIAL /
BLUE POLYURETHANE STRAP /
100M WATER RESISTANT



9 320494 146376

AD
STYLE

SEP
NEW



27.5
mm

AD
STYLE





SURFARI

\$79

X1706L1

BLACK CASE / RED BEZEL /
POSITIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



44
mm



BUTTON

\$79

X1676L1

BLACK CASE / BLUE BEZEL
POSITIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



41
mm



MINIMAX

\$79

X1807L1

BLACK CASE /
POSITIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



26
mm



35
mm

SWING

\$79

X1714L1

BLACK CASE / BLACK BEZEL /
POSITIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



35
mm

SWING

\$79

X9101L2

SILVER CASE / BLUE BEZEL /
POSITIVE DIAL /
BLUE POLYURETHANE STRAP /
100M WATER RESISTANT



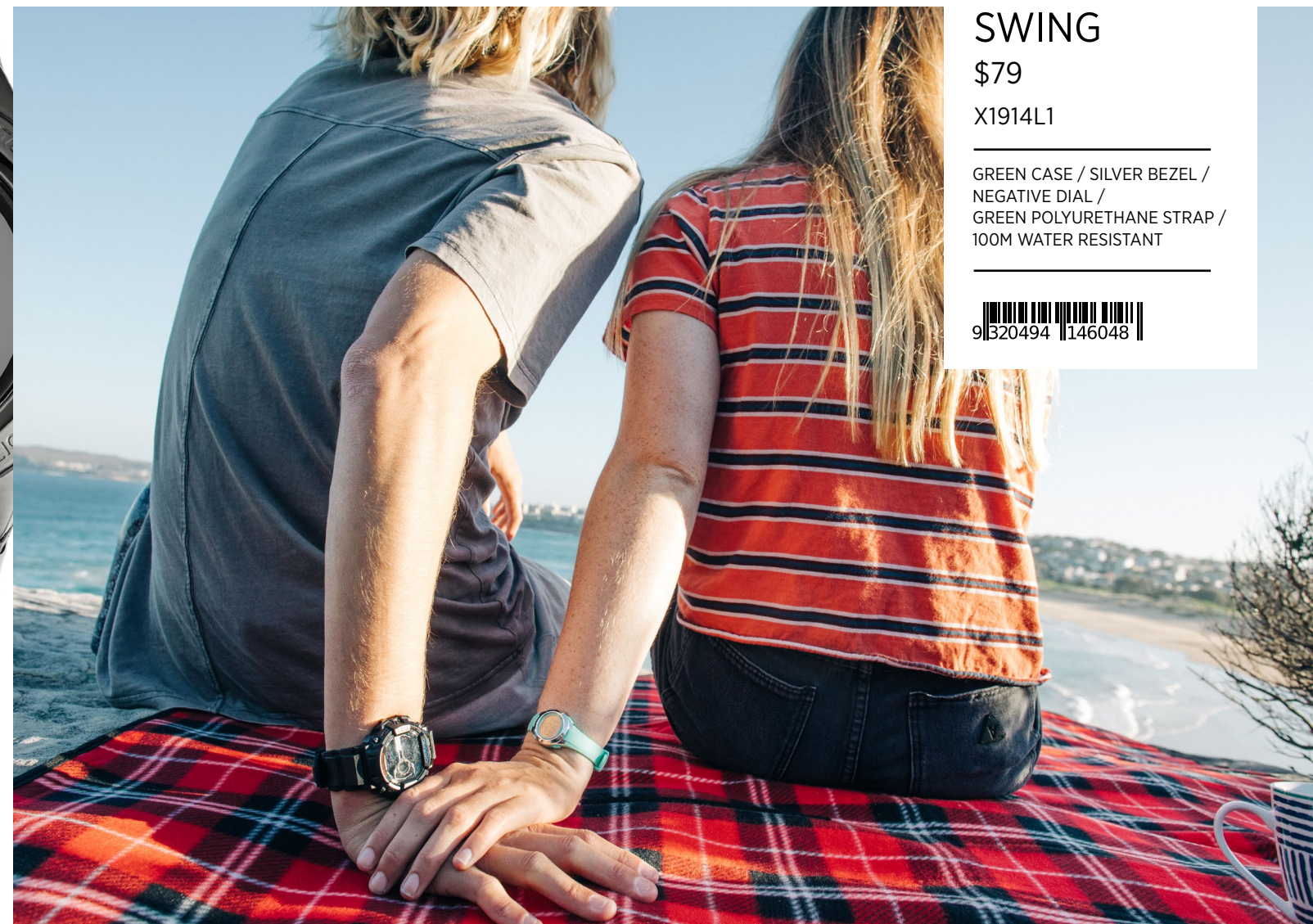
35
mm

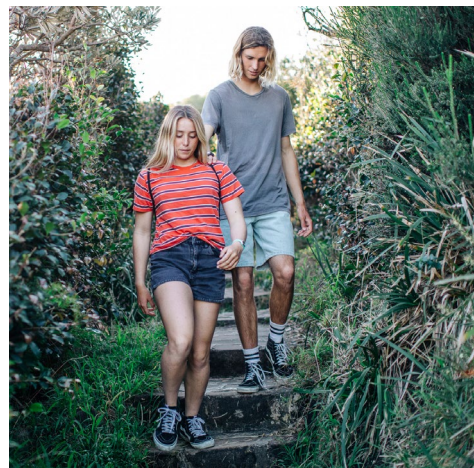
SWING

\$79

X1914L1

GREEN CASE / SILVER BEZEL /
NEGATIVE DIAL /
GREEN POLYURETHANE STRAP /
100M WATER RESISTANT





UNISEX ANA-DIGITAL

KEY FEATURES

-  2 Year Replacement Warranty
-  100m Water Resistant
-  Chronograph
-  Backlight
-  Alarm
-  12/24 Hour Format

\$99

DEC
NEW

FRESHIE

\$99

X1908L1

BLACK CASE W. RED AND BLUE DETAIL /
NEGATIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



AD
STYLE



MAXUM



LADIES DIGITAL

KEY FEATURES

-  2 Year Replacement Warranty
-  100m Water Resistant
-  Chronograph
-  Backlight
-  Alarm
-  12/24 Hour Format

\$79



35
mm

AD
STYLE



27.5
mm

SEP
NEW

MINIMAX MARK 2

\$79

X1907L4

TURQUOISE CASE / SILVER BEZEL /
POSITIVE DIAL /
TURQUOISE POLYURETHANE STRAP /
100M WATER RESISTANT



SWING

\$79

X1714L3

TURQUOISE CASE /
SILVER BEZEL / POSITIVE DIAL /
TURQUOISE POLYURETHANE STRAP /
100M WATER RESISTANT





AD
STYLE

27.5
mm

SEP
NEW

MINIMAX MARK 2

\$79

X1907L3

BRONZE CASE / ROSE GOLD BEZEL /
POSITIVE DIAL /
BRONZE POLYURETHANE STRAP /
100M WATER RESISTANT



AD
STYLE

27.5
mm

SEP
NEW

MINIMAX MARK 2

\$79

X1907L1

BLACK CASE / ROSE GOLD BEZEL /
POSITIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



26
mm

MINIMAX

\$79

X1807L2

WHITE CASE / ROSE GOLD BEZEL /
POSITIVE DIAL /
WHITE POLYURETHANE STRAP /
100M WATER RESISTANT



AD
STYLE

41
mm

SEP
NEW

NUGGET

\$79

X1905L1

BRONZE CASE / POSITIVE DIAL /
BRONZE POLYURETHANE STRAP /
100M WATER RESISTANT





YOU RIGHT

\$79

X1901L3

PINK CASE W. ROSE GOLD DETAIL /
POSITIVE DIAL /
PINK POLYURETHANE STRAP /
100M WATER RESISTANT



YOU RIGHT

\$79

X1901L1

BLACK CASE W. SILVER DETAIL /
POSITIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



YOU RIGHT

\$79

X1901L4

BLACK CASE /
POSITIVE DIAL /
GREEN POLYURETHANE STRAP /
100M WATER RESISTANT



YOU RIGHT

\$79

X1901L5

WHITE CASE W. ROSE GOLD DETAIL /
POSITIVE DIAL /
WHITE POLYURETHANE STRAP /
100M WATER RESISTANT





35
mm

CRUSH

\$79

X1902L1

WHITE CASE / SILVER BEZEL
POSITIVE DIAL /
WHITE POLYURETHANE STRAP /
100M WATER RESISTANT



35
mm

CRUSH

\$79

X1902L3

PINK CASE / ROSE GOLD BEZEL
POSITIVE DIAL /
PINK POLYURETHANE STRAP /
100M WATER RESISTANT



30
mm

SHOOK

\$79

X1903L1

BLACK CASE / SILVER BEZEL /
POSITIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



30
mm

SHOOK

\$79

X1903L3

BLACK CASE / SILVER BEZEL /
POSITIVE DIAL /
TURQUOISE POLYURETHANE STRAP /
100M WATER RESISTANT





41
mm

HIBISCUS

\$79

X1874L1

BLACK CASE / ROSE GOLD BEZEL /
POSITIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



35
mm

AVOCA

\$79

X1811L1

BLACK CASE / ROSE GOLD BEZEL /
POSITIVE DIAL /
BLACK POLYURETHANE STRAP /
100M WATER RESISTANT



35
mm

AVOCA

\$79

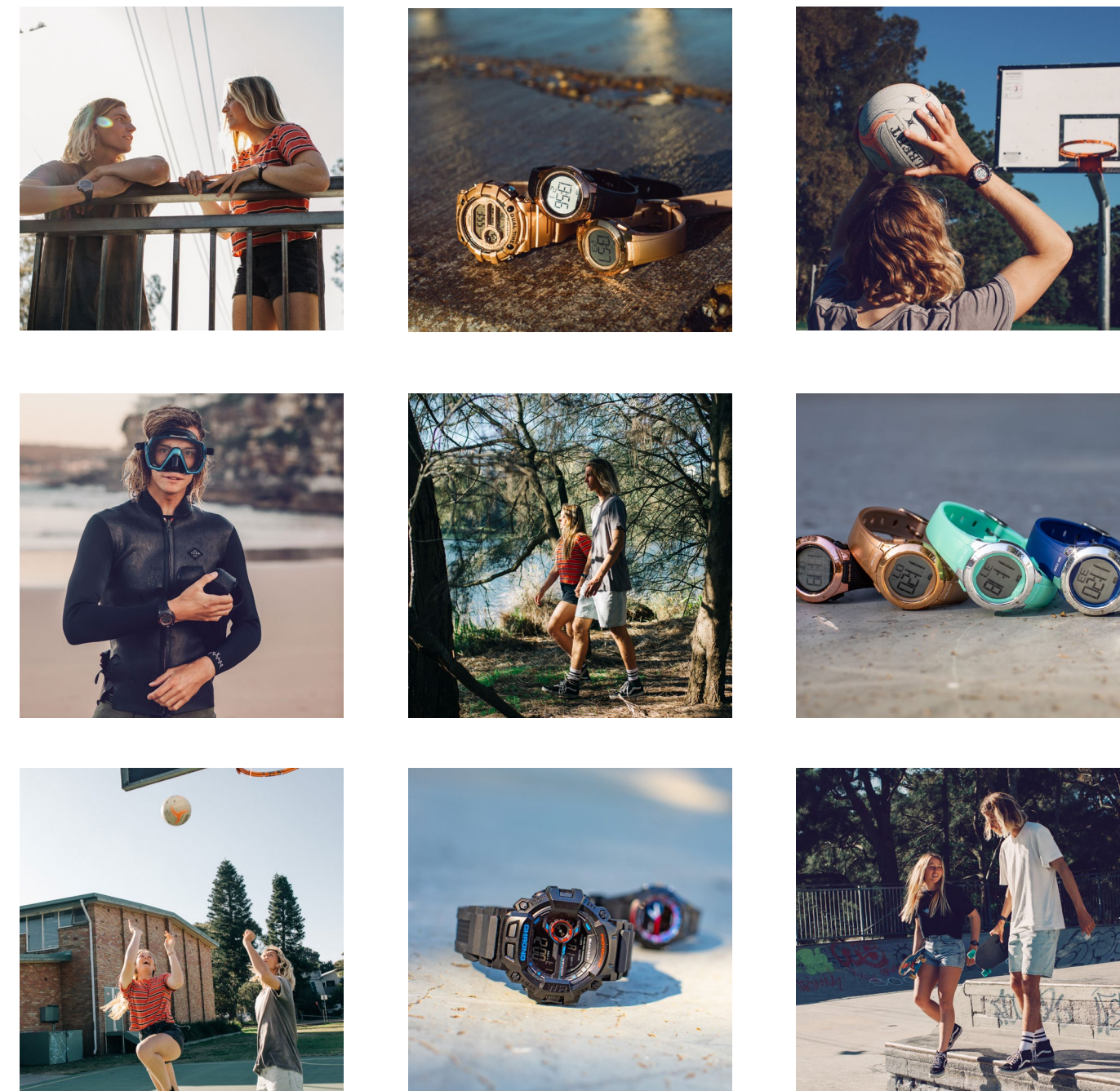
X1411L2

WHITE CASE / ROSE GOLD BEZEL /
POSITIVE DIAL /
WHITE POLYURETHANE STRAP /
100M WATER RESISTANT



SOCIAL MEDIA

MAXUM have a vast array of social media assets available upon request.
Call our brand team on (+61 2) 8543 4600 or email marketing@designa.com.au to discuss.



 @maxumwatches  MaxumWatchesAustralia

#MAXUMWATCHES

EVENTS & SPONSORSHIP

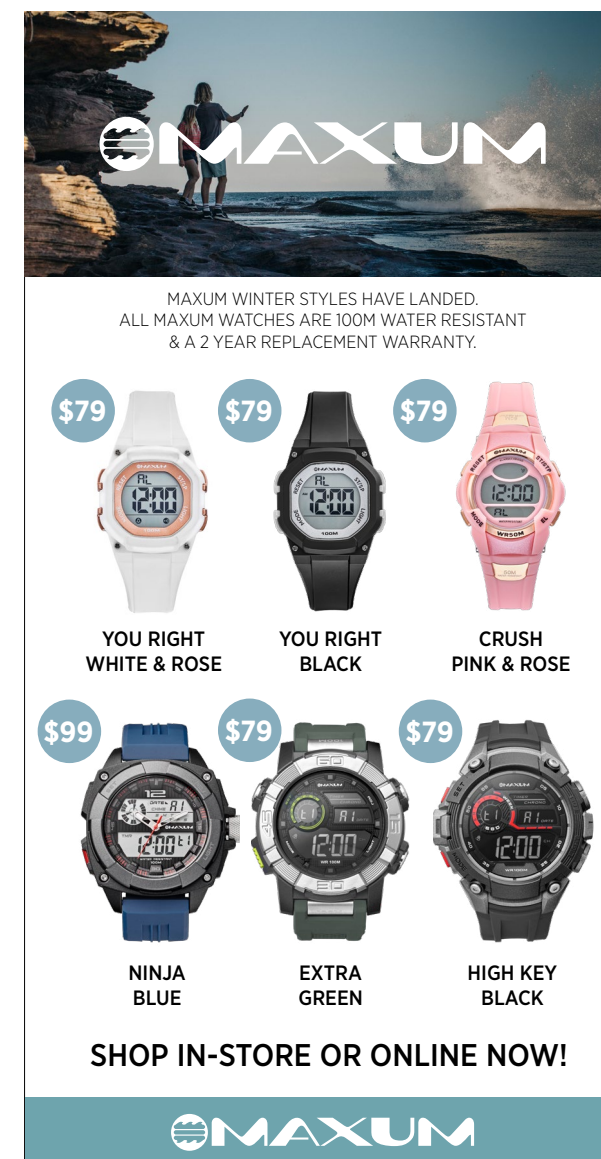


MAXUM have teamed up with Bondi Boardriders, connecting Maxum with the local community and surfing at grass roots level. The Bondi Board Riders Club is what Australian sport is all about; mateship, team spirit and excitement.

MAXUM is excited to be involved in surfing events that promote surfing as a healthy and enjoyable sport for amateurs, as well as professionals.



ONLINE EDM



For personalised EDM requests to send to your store's database, please contact the Designa Brand team on +61 2 8543 4600 or email marketing@designa.com.au to discuss.

IN-STORE VISUALS

MAXUM can print custom posters for your display, please contact your merchandiser to order or email marketing@designa.com.au to discuss.

POSTERS



POINT OF SALE VISUALS

WINDOW BACKBOARD



IN-CASE BACKBOARD



LADIES PHOTO HOLDER - DOUBLE SIDED



GENTS PHOTO HOLDER - DOUBLE SIDED



TRICARD



POINT OF SALE

MAXUM has developed a brand new display for 2019..
Parts can be ordered separately to build a custom display for your space.
Please contact your merchandiser or email marketing@designa.com.au to discuss.



LARGE WINDOW BACKBOARD

CODE: MAX18LRGWINDOW

INCLUDES:
- 1 x LARGE WINDOW BACKBOARD
- 4 X BOBBINES

DIMENSIONS
BACKBOARD: W: 475mm x D: 100mm X H: 550mm



MEDIUM WINDOW BACKBOARD

CODE: MAX18MEDWINDOW

INCLUDES:
- 1 x MEDIUM WINDOW BACKBOARD
- 2 x BOBBINES

DIMENSIONS
BACKBOARD: W: 475mm x D: 100mm x H: 370mm

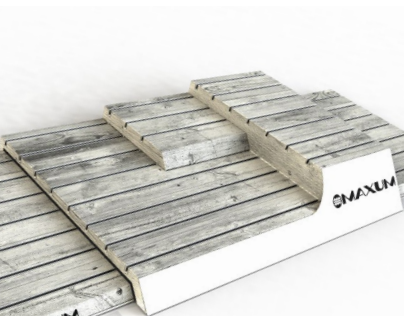


SMALL COUNTER BACKBOARD

CODE: MAX18INCASE

INCLUDES:
- 1 x SMALL COUNTER BACKBOARD

DIMENSIONS
BACKBOARD: W: 475mm x D: 100mm x H: 190mm



BASE BOARD

CODE: MAX18BASEBOARD

SUITABLE FOR USE WITH ALL BACKBOARDS

INCLUDES:
- 1 x BASE BOARD

DIMENSIONS: W:475mm x D: 319.5mm x H: 46mm

EXTRA POS PIECES



BASE BOARD SIDE WINGS

CODE: MAX18WINGS

PACK INCLUDES:
2 x SIDE WINGS

DIMENSIONS: W: 215mm x D: 289mm x H:16mm



RISERS & BANGLE BARS

CODE: MAX18RISERS

PACK INCLUDES:
2 x RISERS
2 x BANGLE BARS



WATCH BLOCKS

CODE: MAX18BLOCKS

PACK INCLUDES:
2 x SMALL WATCH BLOCKS
2 x MEDIUM WATCH BLOCKS
2 x LARGE WATCH BLOCKS



ACRYLIC GRAPHIC HOLDER

CODE: MAX18ACRYLIC

PACK INCLUDES:
2 x ACRYLIC GRAPHIC HOLDERS



PHOTO HOLDER

CODE: MAX18PHOTOHOLDER

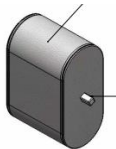
PACK INCLUDES:
2 x ACRYLIC PHOTOHOLDERS WITH BASE



WATCH CUFFS

CODE: MAX18CUFFS

PACK INCLUDES:
40 x WATCH CUFFS



BOBBINES

CODE: MAX18BOBINE

PACK INCLUDES:
2 x BOBBINES

MERCHANDISING GUIDELINES

There are basic merchandising guidelines that will help you create a visually impactful display

1. Always create a centre focus to tell the key product story of the season. i.e **Metallics**
2. Group styles together by size, colour or story.
3. Separate your Gents and Ladies styles from each other.
4. Separate clearance styles to one side of the display.
5. Merchandise smaller styles at the front of the display, with larger styles towards the back. Use blocks and bars for heavier styles to create height and balance to the display.
6. Position all watches so they are facing the same angle to ensure optimal visibility to the customer.
7. Use photo holders and tri cards to highlight key features and price points.



WARRANTY & SERVICE

Designa Accessories has its own in-house Customer Service Centre to help you & your customers with all enquiries relating to the servicing and repair of all Designa Accessories products. Our Service Centre is manned by professional service consultants in conjunction with our team of qualified watch repairers and technicians.
Call the Service Centre directly on:
AUS: +61 2 8543 4600
NZ: +64 9 480 2211
or email:
customer.service@designa.com.au
customer.service@designaaccessories.com.nz

2 Year Replacement Warranty:

MAXUM Watches are guaranteed for a period of two (2) years on Digital product, from the date of purchase against all defects in material or workmanship. This does not apply to normal wear and tear, abuse of components, watch finish or plating and does not cover water damage caused by non-compliance with the Water Resistancy Usage Instructions*.

Australia only:

Under the Australian Consumer Law, we advise our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and for compensation for any other reasonably foreseeable loss or damage. You are also entitled to have the goods repaired or replaced if the goods fail to be of acceptable quality and the failure does not amount to a major failure (the "Mandatory Provision").

In the event of a defect or malfunction within the warranty period, providing the Watch Care and Precautions* are followed, watches will be repaired or replaced at our discretion. We reserve the right to relinquish all responsibilities under this guarantee if the watch has been repaired or opened by anyone other than those authorised on the watch Warranty Card*. In the event repairs or alterations are conducted by anyone other than those listed, the warranty will be considered void.

For this warranty to be valid, it must be dated at the time of purchase and stamped by the retailer. Any other warranty given by the retailer is entirely their responsibility and the terms of the warranty cannot be changed by any person.

All warranty claims must be accompanied by a proof of purchase receipt.
The following faults are covered by Designa Accessories Warranties:

1. Movement = 2 YEARS
2. Batteries = 1 YEAR

The following parts are not covered by Designa Accessories warranties:

1. STRAP/strap, case, clasp, hands, dial, crown and stones (including damage, scratching, breakage).
2. Lens breakage, scratching or damage.
3. Water leakage if the crown is not activated or the Water Resistancy Usage Instructions have not been followed.
4. General wear and tear, finish or plating of the watch or any defects arising from misuse or any other use which is not in accordance with the Recommended Watch Care Precautions.

Head to

www.designaaccessories.com.au

for further information, or to download our service & repair form. In the event of a malfunction, return the watch, the warranty and proof of purchase carefully packed (do not send in original packaging as it will not be returned) and registered to:

AUS:

DESIGNA ACCESSORIES
PO Box 2576, Taren Point NSW 2229

NZ:

DESIGNA ACCESSORIES NZ
PO Box 99313, Newmarket AUCKLAND 1149

N.B. It is unnecessary to return product in original packaging. It is preferable to simply return the product wrapped in a suitable protective material, e.g bubble-wrap.

*Water resistancy, watch care and precautions and warranty information are outlined in the Maxum Operations Manual enclosed with the product when purchased.



Keeping
TIME
SINCE
99

WATER RESISTANCE GUIDE

RESISTANCE LEVEL	SPLASHES OR RAIN	CAR WASH	SHOWER	SWIMMING	SNORKELLING	SCUBA DIVING
1ATM / 10m	YES	NO	NO	NO	NO	NO
3ATM / 30m	YES	YES	NO	NO	NO	NO
5ATM / 50m	YES	YES	NO	YES	NO	NO
10ATM / 100m	YES	YES	NO	YES	YES	NO
20ATM / 200m	YES	YES	NO	YES	YES	YES
No dial markings indicates watch is dust resistant only and the wearer must not get the watch wet						
Water resistant casing does not permit crown or button operation when the watch is wet or submerged						

INDEX

INDEX							
CODE		PAGE		CODE		PAGE	
X1915G1	8	X1720G2	13	X1676L1	18	X1901L1	26
X1916G1	8	X1720G1	13	X1714L1	19	X1901L4	27
X1835G1	9	X1721G1	13	X9101L2	19	X1901L5	27
X1910G1	9	X1830G2	14	X1914L1	19	X1902L1	28
X1910G2	9	X1830G1	15	X1908L1	20	X1902L3	28
X1911G1	10	X1920L2	16	X1907L4	23	X1903L1	29
X1922G2	10	X1920L1	16	X1714L3	23	X1903L3	29
X1922G1	10	X1906L1	17	X1907L3	24	X1714L3	29
X1834G2	11	X1907L2	17	X1907L1	24	X1874L1	30
X1834G1	11	X1904L1	17	X1807L2	24	X1811L1	30
X1912G2	12	X1706L1	18	X1905L1	25	X1411L2	30
X1912G1	12	X1807L1	18	X1901L3	26		

DESIGNA ACCESSORIES PTY LTD

AUSTRALIA

Designa Accessories
PO Box 2576
Taren Point
NSW 2229
Tel: +61 2 8543 4600
Fax: +61 2 8543 4690

NEW ZEALAND

Designa Accessories NZ
PO Box 99313
Newmarket
AUCKLAND 1149
Tel: +64 9 480 2211
Fax: +64 9 353 1757

