

**NIXON** 

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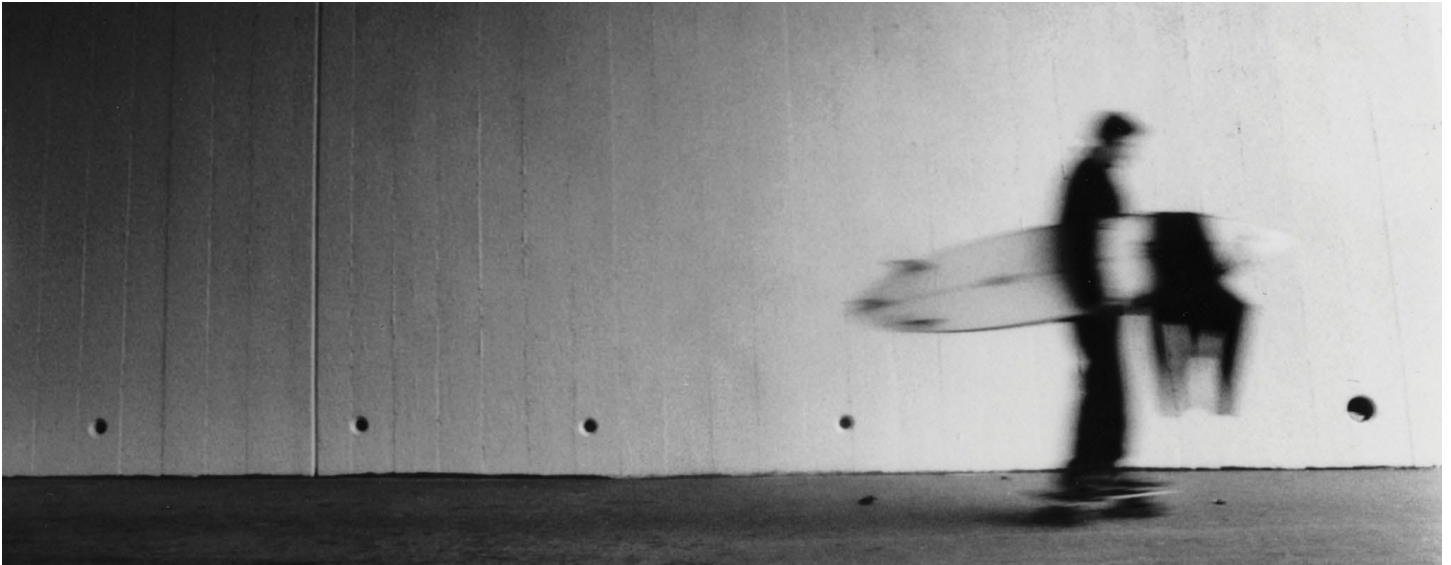
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# NIXON 101

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Are you curious about how Nixon came to be? When it started and why? Look no further, cause we've got answers.

## **IN THE BEGINNING**

Launched in 1997 by Chad DiNenna and Andy Laats in the beachside town of Encinitas, CA Nixon came to be after Chad, frustrated because he couldn't find a watch he was stoked on, identified a need that was not being met.

Noting that nothing captured his attention, his point of view and what he stood for, here was a guy who was working in the action sports industry, who grew up surfing, was snowboarding every winter and somehow when he went to grab a watch to slap on his wrist, he felt like nothing quite hit the mark.

Andy, after a long stint working at one of the world's best snowboarding manufacturers as a mechanical engineer, went back to school to study for his MBA. Through mutual friends, Chad's idea and Andy's biz schooling met and the seed for Nixon was planted.



## TEAM-DESIGNED, CUSTOM-BUILT

Nixon was first distributed solely within independent skate, surf and snowboard shops. Very much rooted in action sports culture, Nixon also launched with a dynamic surf, skate, and snow team. When it came to designing and conceptualizing what kind of watches to create, the team was very instrumental in vocalizing the look, feel, and functions of what they wanted in their watches. Each watch was not “off the shelf”, meaning, each was custom made for Nixon specific to our design needs, which is no easy task, which further ensured nothing from Nixon would be ordinary. From those meetings, the team roundtables, the custom design point of view, the mantra Team-Designed, Custom-Built came to be.



## THE NIXON TEAM

Nixon works with some of the world’s best surfer, skaters, snowboarders, musicians, and artists. You’ll see these men and women in Nixon campaigns, in our marketing collateral, wearing our products, flying the Nixon flag, and hanging around our office– they might even show up at your shop. To learn more about the amazing and talented people who influence our products, [visit here](#).



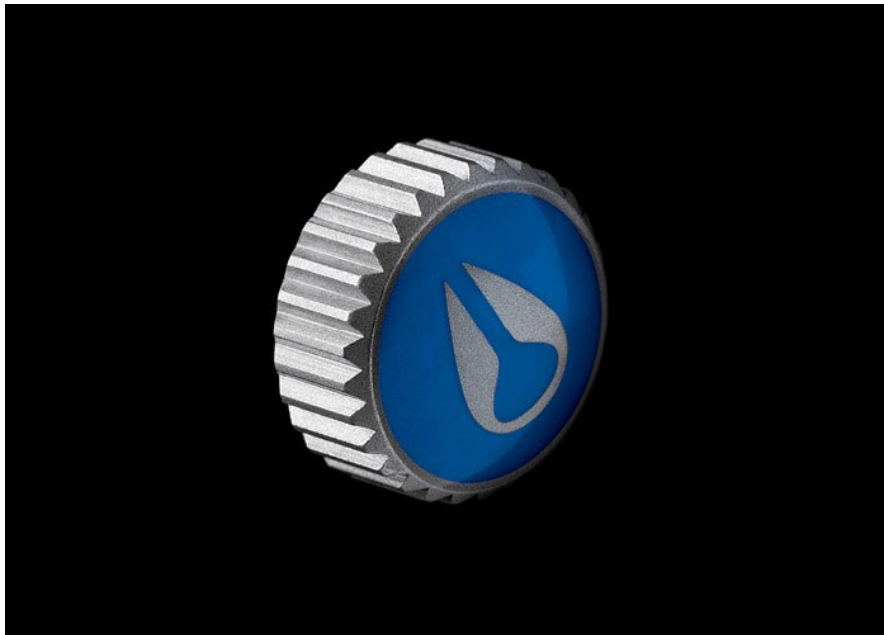
## WHERE YOU'LL FIND US

Nixon is sold in over 80 countries worldwide ranging from surf, skate and snowboard shops to boutiques, watch/jewelry retailers and more. Nestled comfortably against the Pacific Ocean in Southern California and with offices tucked neatly next to some of the best spots in Europe, Australia, and Asia you'll find Nixon people doing what we do.



## WE MAKE THE LITTLE STUFF, AND WE MAKE IT BETTER

We make watches, audio products, and accessories to reflect who we are and the life we live. We travel all corners of the globe to experience life and it is through these explorations, the people we meet and the journey to get there that takes shape in the things we create. We make the little shit better. The stuff you have that isn't noticed first, but can't be ignored. We pay attention to it. We argue about it. We work day and night to make the little shit as good as it can be, so when you wear it, you feel like you've got a leg up on the rest of the world.





## ANATOMY OF A WATCH

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There's a lot that goes into something as small as a watch. The many components that live inside and outside the watch are complex and worth taking the time to get familiar with. Although learning every detail of every model can be a cumbersome undertaking, honing in on a few of the main components can make all the difference. If you struggle to keep all of the details straight, start off slow by trying to learn the movement, case, band, and dial information. That's a great place to start when highlighting what the key selling features are.

Another great tip, if you are unsure of the details, is to open the watch display and take out the watch. Let the customer try it on and let the watch do the talking for you. It's at this time that they can see if the fit and style works for them and that's the best selling technique out there. Sounds like an easy thing to do, and it is, and it can often close the deal on selling the watch.

Below is where we get into the basics of what makes up a Nixon watch:



- 01. DIAL:** Registers and displays the time. Communicates the information the watch contains. It does this with numbers and/or indices and hands.
- 02. BEZEL:** The area around the crystal. Some models, like the 48-20 shown here, have a rotating bezel with numbers that can be used as a timer.
- 03. BAND:** Keeps the watch on the wrist.
- 04. CROWN:** Controls the hands. Gasketed or screw down.
- 05. MOVEMENT:** Does the time keeping. It is the engine that drives the time and is typically not visible.
- 06. PUSHER:** Button used to activate secondary watch functions.
- 07. DATE WINDOW:** Small window revealing date.
- 08. SUBDIAL:** Smaller dial found on the main dial. Contains secondary info such as date, stop watch, 24 HR time, etc.
- 09. CASE:** Main component houses the dial and movement.
- 10. CRYSTAL:** Hard surface that covers the dial of the watch. It can often look like glass to the naked eye, but is much stronger than glass.



### 01. CASEBACK

Nixon: Who we are!

Caseback Saying: Each model has a unique caseback saying that helps set it apart. It's our way of personalizing each watch. The caseback saying in the example in photo 1 above is "The hunt continues."

Model: The name of the specific watch model. The model name in the example in photo 1 above is "The Rover Chrono."

Product Specs: Lists the case pressure rating and material, as well as the movement details.

Production Date Code: This number/letter combination indicates when each individual watch was produced.

### 02. PATENTED LOCKING LOOPER

Keeps any excess band tightened down and won't come undone while you shred. This detail is exclusive to Nixon.

### 03. CLASP

Keeps the band secure. Can be adjusted to fit most wrists.



## MOVEMENTS

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Watches are complex little machines, but are built on some simple techniques. In this chapter we will get down with movements. Movements are literally the heart of the watch and what keeps it ticking. There are **two types of movements** used in Nixon watches: **automatic** and **quartz**. From there, Nixon uses two types of display/dial type: **analog** and **digital**.

### ANALOG

**Analog** refers typically to how the time is displayed - by the use of hands (watch hands on a dial = analog). Under the analog umbrella are two movements Nixon uses: **Automatic** and **Quartz**.



### AUTOMATIC ANALOG

An **automatic** (aka “mechanical”) movement is considered an analog movement, but unlike a quartz analog, **it never needs a battery**. But how can that be? Well, for starters, it winds itself through the motion of your wrist. Keep in mind, if you take off your automatic watch for a few days it will lose power, but you just need to move it a bit to get it going again.

**Examples of automatic Nixon watches include:** The Automatic, The Player XL, The Ceramic 42-20 and The Supremacy (pictured, above).

*Insider Tip: Keep in mind that if you don't use your automatic watch for a few days, you will have to reset the time.*



### QUARTZ ANALOG

Powered by a **battery** and regulated by the **oscillations**, or “heartbeat” of a **quartz** crystal, the quartz analog is the **most accurate type of movement**.

**Examples of quartz analog Nixon watches include:** The Sentry (pictured, left), The Private (pictured, center), The Cannon (pictured, right).

*Insider tip: Japanese and Swiss quartz are the most accurate quartz analogs available.*



### DIGITAL

As the name indicates, a **digital** watch’s electronic programming is what determines the watch functions. Identifying if your watch is digital is pretty straightforward; if it looks like your alarm clock, it’s digital.

**Examples of digital Nixon watches include:** The Lodown (pictured, left), The Supertide (pictured, center) and The Unit (pictured, right).

*Insider tip: Don't press the buttons under water.*



# CHRONOGRAPHS

Chronographs: they look great on the watch face, but did you know they serve a purpose other than just looking good? Chronos not only **add value**, and a **nice design aesthetic**, they are functional and **serve as a stopwatch**.

## HISTORY OF THE CHRONO

Originally designed for racing and navigation purposes, today the chronograph function is commonly used as a timer for diving, running, coffee / tea brewing, cooking, and parking meters.

## MEASUREMENT OF A CHRONO

The value of a chronograph is based on many factors but the “measurement” is a good reflection of the movement’s accuracy. **1, 1/8th, 1/10th, 1/20th, 1/100th** (seconds) are common measurements.

Examples of Nixon chronos are: The 51-30 Chrono and The 48-20 Chrono (pictured, below)



## FUNCTIONS

01. Reset pusher.
02. Start/stop pusher.
03. Second hand for the normal time keeping function and is always moving.
04. 1/20th of a second stopwatch.
05. Minutes stopwatch.much stronger than glass.
06. Long skinny hand is the seconds stopwatch. If it’s not moving at all times, it’s not broken! This hand and this function is meant as a stopwatch function.



## COATINGS AND MATERIALS

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Nixon uses many unique coatings and materials to complete the look and design of your watch. Here's a look at some, but not all, of the most common materials used in our watches that you should be familiar with.



### **STAINLESS STEEL (SS)**

Stainless steel is the most commonly used material in watches, cases and bands. It's a hard steel alloy that doesn't easily corrode, rust or stain.

Examples of Stainless Steel watches include: The 48-20 Chrono, The Kensington (pictured), The Sentry SS.



### ION PLATED (IP) STAINLESS STEEL

Ion plating is a **process** used to bond a color to stainless steel. It also makes the watch stronger. In Nixon watches, you will commonly see this treatment used to create gold, gunmetal and all black color on stainless steel watches in our collection.

An example of an IP Stainless Steel watch: The Cannon (pictured)



### POLYCARBONATE (PC)

Polycarbonate materials are used most often on the case of the watch. It's a durable, hard plastic.

An example of a PC watch: The Ruckus (pictured)



### POLYURETHANE (PU)

Polyurethane is a soft, flexible plastic.

An example of a PU watch: The Small Time Teller P (pictured)



## SILICONE

Silicone is an even softer, flexible and buttery plastic.

An example of a Silicone watch: The Supertide (pictured)



## ACETATE

Acetate is a hard material often used to provide color such as a tortoise shell or a marble effect. It's a handmade process and no two are alike.

An example of an Acetate watch: The Time Teller Acetate (pictured)



## ANODIZED AKA "ANODAZED"

This is a plating process that adheres color to aluminum. In short, the color is created by dipping the parts in an electronically charged chemical solution. The strength of the charge and the duration of time the part is in the solution determines the color. The process provides an increased resistance to corrosion.

An example of an Anodized watch: The Corporal (pictured)



### **CHROMACOAT**

Chromacoat is a paint process unique to Nixon and has varying levels of hardness. Although the coating is quite hard, over time the paint will eventually chip to reveal “wear and tear” and a color layer of IP plating. This allows for a unique color process, unique to each individual.

An example of a Chromacoat watch: The Monarch (pictured)



### **TITANIUM AKA “TI”**

Strong, lightweight, corrosion-resistant durable metal. Titanium watches are also noted to be hypo-allergenic and may be suitable for people who cannot wear gold, silver or nickel.

An example of a TI watch: The 51-30 TI (pictured)



### **HORWEEN LEATHER**

Founded in 1905, Horween Leather Company is one of the oldest tanneries in the United States, still running today. This leather is used in many Nixon watches (where noted) and is used in other, non-Nixon products including shoes, sporting goods, professional footballs, belts etc.

An example of a Horween Leather watch: The October Leather (pictured)



## G10

High strength glass-epoxy laminate, often used in knife handles, and exhibits superior stability. In the pictured image of The Tangent, you can see the G10 material in the first link on either side of the case as well as on the bezel.

An example of a G10 Nixon watch: The Tangent (pictured)



## MARBLEIZED

The Marbled Collection blends together the colors of nature to form a unique pattern that flows with contemporary style. Each and every color is one-of-a-kind and handmade. No two are alike, just the way we like 'em.

An example of a Marbled watch: The Marbled Supertide (pictured)



## HYDRO PRINT

Hydro printing is a unique process where high resolution artwork can be bonded to the polycarbonate and polyurethane components of the watch. This allows us to create watches with custom prints embedded onto all surfaces of the watch. The print is very durable, but caution should be taken to avoid harsh chemicals such as acetone and certain spray sunscreens as they may damage the print just like they would a metal finish.

An example of a Hydro Print watch: The Lodown II (pictured)



## TIDE WATCHES

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Legit Tide-Telling, Legit Time-Telling, welcome to our world of tide watches. Nixon makes the best on the planet and we have many different types to suit all walks of life. They're stylish, provide exceptional data, and can give you a lot or a little information—your choice. A well-informed retailer will be able to provide insight on our collection of tide watches that helps the end consumer know which watch is right for them.

We have **two types** of tide watches: **Digital** and **Analog**. Here are some of the basic features associated with both types.

### **DIGITAL**

Featuring a digital movement

- Tide info for 200 beaches or 270 beaches
- 100m water rating
- Alarm
- Heat timer
- Day & date
- Chronograph (on some models)

**More info:** The 200 beaches or 270 beaches are chosen to represent accurate tide information for all surf regions around the globe – each is a unique tide data point, not just the same tide data being displayed and shared among multiple beaches to artificially “up the beach count”.

### **Watches in the digital category include:**

The Lodown & The Lodown II (NEW)  
The Lodown TI & The Lodown TI II (NEW)  
The Small Lodown & The Lodown S (NEW)  
The Supertide  
The Rhythm (NEW)

### Updates to Nixon's Digital Tide Watches:

A few of the digital tide watches in Nixon's range have similar names (example, The Lodown vs The Lodown II). So what's the difference? **The Lodown II**, **The Lodown TI II** and **The Lodown S** are similar in look and function to their predecessors, but have been updated to be smarter (info for 270 beaches vs 200 beaches) stronger (re-engineered case and band) and fresher looking (new materials, unique colors and graphics). The Lodown II, The Lodown TI II and The Lodown S are newer to the Nixon range and will eventually replace the original **Lodown**, **Lodown TI** and **Small Lodown** over the course of the next year.



Examples of digital tide Nixon watches include: The Lodown II (pictured, left), The Supertide (pictured, center), The Rhythm (pictured, right).

### ANALOG

- Featuring a 3 hand Swiss made quartz movement
- Analog high/low tide subdial
- Crown at 9 o'clock position

More info: Key feature includes crown at 9 o'clock hour in order to avoid "wrist bite" (when the crown digs into your wrist when pushing up to stand on your board and/or due to the wetsuit pushing against it). Large format numbers so they can be read easily under water, rotating countdown bezel for timing events, and a screw down crown.



Examples of analog tide Nixon watches include: The 51-30 Tide (pictured, left), The 42-20 tide (pictured, center), The Tangent (pictured, right).



### THE SUPERTIDE

Hands down the best surf watch in the market: high resolution module, buttery soft band and case.

- Tide info for 270 beaches globally
- High resolution digital technology
- Tide time, Tide height, SUNRISE AND SUNSET, countdown timer
- Quick tide check feature
- Ultra strong locking looper and improved battery life



### THE LODOWN & THE LODOWN II

The original Nixon surf watch.

- Tide info for 200 beaches (The Lodown) or 270 beaches (The Lodown II)
- Future tide, dual time, alarm, countdown timer,
- Wave counter, chronograph and light functions.



### THE SMALL LODOWN & THE LODOWN S

Compact design slides nicely under grom-size wetsuits or on women's smaller wrists.

- Tide info for 200 beaches (The Small Lodown) or 270 beaches (The Lodown S)
- Future tide, dual time, alarm, countdown timer,
- Wave counter, chronograph and light functions.



### THE RHYTHM

Everything you need, and nothing you don't. Straight forward and affordable, your entry level into the Tide Collection.

- Tide info for 270 beaches globally
- Future tide for up to 48 hours and past tide for up to 48hrs
- Day/date, calendar range from 2000-2099, alarm, countdown timer, chronograph and an EL backlight.



### THE TANGENT

Equipped for the mission. Analog tide functionality housed within the burly hybrid construction.

- 3 hand Swiss made quartz movement
- High and low tide sub-dial
- Seconds sub-dial
- G10 glass reinforced band and case
- Crown on left side for added comfort & to avoid "wrist bite"



### THE 51-30 TIDE / THE 42-20 TIDE

Superior functionality. Developed and designed with our surf team for a waterman's life.

- Available in 51mm or 42mm case size
- Crown on left side for added comfort & to avoid "wrist bite"
- High and low tide sub-dial
- Swiss made quartz movement







## WATER RATINGS

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We live active lifestyles, so knowing if you can take your watch in the water is key. Many, but not all, Nixon watches can get wet. Water resistant stamps indicate what amount of water the watch can withstand. When explaining water ratings to consumers, it's important to let them know that to prolong the life of their watch they need to follow the recommended water guidelines.

Water resistance is noted on Nixon watches in meters. Another common way to indicate water resistance is by **ATM** (atmospheres). **1 ATM = 10 meters**. For example, a 30 Meter watch can also be referred to as 3 ATM.

Nixon watches fall under one of the following water ratings:

WATER RESISTANCE CASE RATINGS	RAIN, SPLASHES, ETC.	SHALLOW SWIMMING, SUBMERSION	SURFING, SNORKELING, SPEAR FISHING
 <b>NO WATER *</b>	<b>NO</b>	<b>NO</b>	<b>NO</b>
 <b>30 METER</b>	<b>YES</b>	<b>NO</b>	<b>NO</b>
 <b>50 METER</b>	<b>YES</b>	<b>YES</b>	<b>NO</b>
 <b>100-300 METER</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>

Nixon suggests that consumers **do not get watches with leather bands wet**. Although the watch itself may be water resistant, the leather bands do not stand up to water well and can erode.

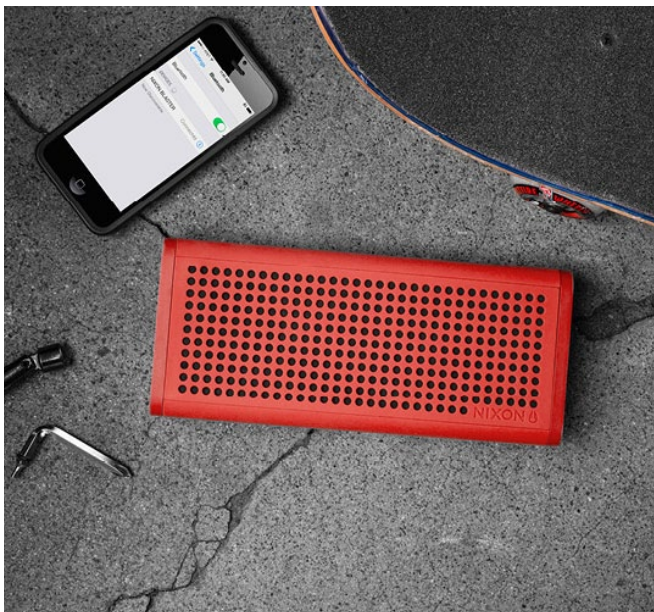
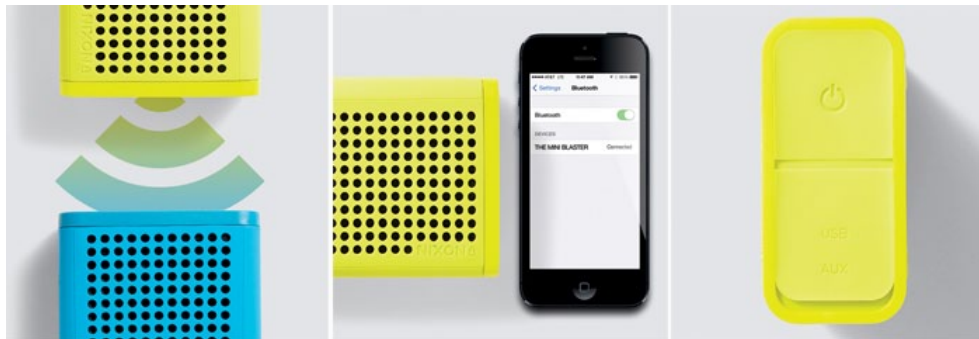
Nixon also suggests that you rinse your watch with soap and water and dry it with a dry cloth after exposing it to salt water.

Although Nixon tries to make as many watches as possible withstand the elements of water, it is not possible to have all watches in the Nixon collection water resistant.



## THE BLASTER & THE MINI BLASTER

In the summer of 2013, Nixon introduced a non-watch product to the world, **the award-winning Blaster**. The Blaster is a compact, **Bluetooth mobile speaker** that's ultra rugged, lightweight and loud. In October of 2014, we introduced **The Mini Blaster**. It has all the same functions as The Blaster, just mini. Plus The Mini Blaster has one added bonus...**The Mini Blaster is pairable**. Meaning, you can **wirelessly connect two Minis** for bigger, stereo sound.



### BLUETOOTH CONNECTIVITY

Listen to music and answer calls without wires. But can also work with aux cables for non-Bluetooth products.

### ULTRA RUGGED + LONG BATTERY LIFE

Durable, seamless silicone construction designed to withstand the elements. 8-10+ hour battery on a single charge.

### SOUND + BUILT TOUGH

Bigger, better, and LOUDER audio quality. Sand, shock, and water resistant.

### COMPACT + MOBILE

**Blaster:** Its small footprint means you can take it with you anywhere. Take it to a house-party, skate park, snow park or beach.

**Mini Blaster:** Even smaller! It's half the size of The Blaster, but still has the same great sound and features as the full size version. Plus, it comes with a leash meaning you can attached it to your bike, your backpack, wherever.

### PAIRABLE

**The Mini Blaster** is pairable (*The Blaster is not*). If you have two Mini Blaster's you can wirelessly connect two for full bodied, stereo sound.



## SERVICE

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Sometimes the inevitable happens and there may be a problem with a consumer's Nixon. Steps have been put in place to make the process of repairing a consumer's Nixon as seamless as possible.

### **HOW DO I SERVICE A NIXON?**

If customers are located in North America, an authorized service order can be issued by setting up a repair request on Nixon's Online Repair Center under the Support section of [nixon.com](http://nixon.com). Customers can also call our toll free line at (888) 455-9200 to troubleshoot any technical issue or be issued an authorized service order. We're open from from 8 to 5 pacific time, Monday to Thursday, 9 to 5 pacific time Friday. Product sent to Nixon **without** a service authorization **will not receive** service.

### **I JUST NEED A LINK, SPRINGBAR OR PIN. HOW DO I GET ONE?**

We can send some small parts out individually, depending on the watch model. Some watches will need to be sent in for repair. Contact Nixon Customer Service to find out about the details.

### **CAN I TAKE MY WATCH TO ANY WATCH REPAIR SHOP FOR SERVICE?**

Nixon recommends that all repairs, including battery service, are performed by the Nixon Service Center. All models sent directly to Nixon for a battery replacement will undergo a battery change, pressure test, re-seal for water resistance and an overall watch evaluation. Nixon is not responsible for service repairs performed outside of Nixon's Repair Center.

### **IF I JUST NEED A LOOPER, BUCKLE OR BAND REPLACEMENT, DO I STILL NEED TO SEND IT IN TO NIXON?**

Bands, straps and bracelets are not covered under warranty. Buckles and locking loopers are considered part of a watch band. Most watches will need to be sent in to the Nixon Service Center band, buckle or locking looper replacements. Contact Nixon Customer Service to find out about the details.

### **HOW DO I CARE FOR THE COATING ON MY NIXON WATCH?**

The coating on your Nixon watch is part of the exclusivity of its design. The coating gives your Nixon watch a unique color or texture. Like all fine watches, your Nixon watch needs to be treated with care. Hard scratches and abrasion will scratch the coating off the watch. Coating is **not** covered by Nixon warranty.



# WARRANTY

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Here's the lowdown on what's covered when it comes to a Nixon watch , The Blaster or Mini Blaster.

## **WATCH WARRANTY**

Nixon offers a limited warranty of defects in materials and workmanship for a period of **two (2) years** after original purchase from an authorized Nixon dealer. This means that if the materials in your watch aren't right or if the watch isn't put together correctly, we'll repair or replace it, at our option. But, this doesn't mean you can abuse your watch and expect us to fix it for free. We don't cover normal wear and tear or batteries, crystal, watch case, strap, bracelet, loss or theft. You will void your warranty if you open your caseback, push the buttons underwater, or forget to screw down or push in the crown and expose your watch to moisture.

## **BLASTER WARRANTY**

Nixon offers a limited warranty on defects in materials and workmanship for a period of **one (1) year** after original purchase from an authorized Nixon dealer. This means that if the materials in your speaker aren't right or if it isn't put together correctly, we'll repair or replace it, at our option. But, this doesn't mean you can abuse your speaker and expect us to fix it for free. We don't cover normal wear and tear of blown speakers, cut cords, scratches and gouges, loss or theft. You will void your warrant if you disassemble your speaker or if you submerge it into liquids. This includes lava, the