



## MEDIA RELEASE

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### **Swiss mountain watch in unique quality**

Just in time for spring 2019, a new form of mountain watch conquers the Swiss watch market under the brand TIME 361®. The combination of milled mountain shapes in Swiss stone or wood with a Swiss magnetic clock could not be more Swiss. The world-famous mountains such as Matterhorn, Eiger and Titlis in your hands.

As a startup watch brand, TIME 361® has set itself the goal to bring all alpinists, climbers, hikers, or simply mountain lovers, their favourite mountain peak home or to work. With our Time 361 ® stone and wooden timepieces, you can always take a short mental escape to the alpine mountains, refreshing your memories of past moments. The TIME 361® brand stands for the infinity of time = 1 ° more than 360 °, which stands for one hour.

All timepieces from TIME 361® are made from Swiss wood (oak, larch and walnut) or from Swiss stone (Cristallina marble and Calanca gneis). To create the base model, the current GPS data is used and processed. Thus, a detailed mountain form is ensured. The careful processing of the cutting of the individual beams, the elaborate milling to the finishing provides a unique quality.

The stable and high-quality packaging box made of wood, which optimally protects the mountain clock, guarantees a safe transport home, especially to tourist buyers. The enclosed booklet with more detailed information about the respective mountain and the material completes the sales concept.

According to the slogan "A Piece Of Switzerland", great value is placed on Swiss Made. TIME 361® complies with the specifications for selling mountain clocks as a Swiss Made product. The product line in wood is also HSH-certified (Swiss wood). All mountain clocks are milled from one piece.

The products of TIME 361® can be purchased online at [www.time361.com](http://www.time361.com) or via one of our resellers.

**Contact for more information:**

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**Picture and graphic files:**

All picture and graphic files can be accessed through the following link:

<https://www.dropbox.com/sh/lqwon6oyhb95i6v/AABjWqr-koanx2HiofaUhQ0La?dl=0>



Concept with Matterhorn Calanca Gneiss



Concept with Eiger walnut



Mountain-clock Matterhorn larch



Panorama-clock larch



Milled form model of Titlis oak



Back-side walnut



Magnetic clock Eiger Cristallina Marmor



Mountain model Matterhorn walnut



Mountain-clock Calanca Gneis and the Matterhorn



Mountain-clock larch and the Matterhorn



Logo TIME 361®



Logo Seven Elements