

Kartel Brand Story



The current branding is in need of updating. The brand story is non existant and needs clarity. We need to create a story that reflects who we are sets us apart from our competitors. We need to be authentic, not hollow.

Kartel is inspired by the materials, landscape and traditions of our beautiful country, combining a proud industrial heritage and a deep connection and affinity with the countryside. We create products with an industrial heritage that takes inspiration from this unique land and seeks to place them firmly in the 21st Century.

## HOW DO WE DO THINGS DIFFERENTLY?

Being a young, agile watchmaking company allows Kartel to follow its heart in the design and production of our watches. Applying modern marketing and sales techniques to a heritage product, we can sell direct to the customer via our website. This allows us to price watches very competitively without compromising the quality and respond to customer demand and feedback in a way no establish watchmaking company can.

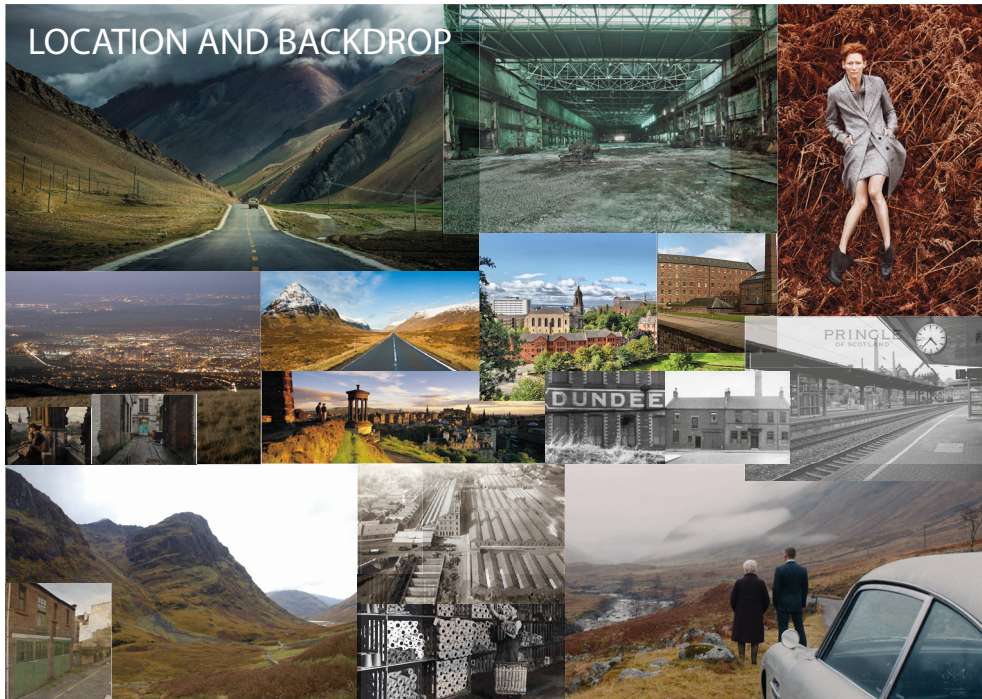
## OUR USP

Kartel watches are a time capsule of watchmaking's golden age updated for the 21st Century in materials, build and design innovations. What further sets Kartel apart is an affordable pricetag meaning anyone can own one of these handsome timepieces.

SCOTLAND

TIMEX

Art school is successful in Dundee



LOCATION AND BACKDROP

HOW DO WE DO THINGS DIFFERENTLY FROM OUR COMPETITORS?

COMBINING OLD + NEW

MARKETABILITY OF LOCATION

SIMPLE MESSAGE

LOCAL TRANSLATED TO INTERNATIONAL

KARTEL

## TIMELINE

It all began with a love of classic timepieces and a desire to instill the values of a watchmaking past into the products of the future. We are mindful of our roots, our history, heritage and our culture.

THE  
NARRATIVE  
OF TIME.

THE  
PAST +  
PRESENT

AN EVENT



## HISTORY

There is a watchmaking history of the North East of Scotland that is impossible to ignore. Equally important is a rich manufacturing history and a more recent switch from manufacturing to designing can be seen in the changing landscapes of the cities across the land.

The Kartel name is born from our love of the past and our desire to create products outside of the mega brands of the watch-making industry's template. Our designers take an outsider's approach to the way they create our watches, free of the baggage of corporations and investors.

WHY DO WE MAKE WATCHES?

DESIGN NOT IN DUNDEE THEN ... BUT IT IS NOW!!!

AN OLD WATCH.



## THE NAME

The Kartel name is born from our love of the past and our need to create products that are not mainstream, almost underground in the way they are designed. Kartel means collective. Our team of designers are a collective of likeminded individuals.

WHY  
KARTEL?

LOVE OF  
CLASSIC  
WATCHES

CELEBRATE  
THE  
HERITAGE.

CREATE YOUR

**KARTEL®**

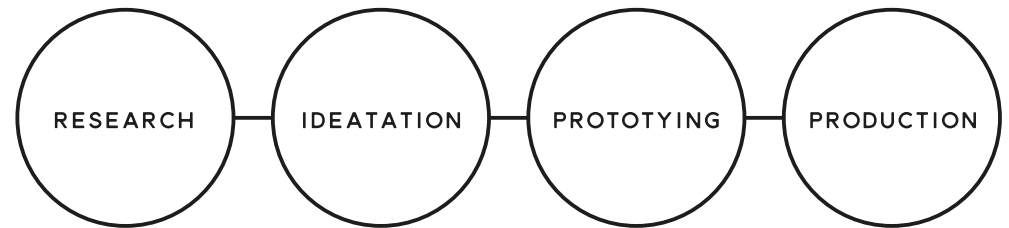
OWN HISTORY

## DESIGN PROCESS

All Kartel products are designed here in the UK with our team of designers spending an inordinate amount of time refining watch designs before they go into production.

We take our inspiration from the past when watches were designed to last and tell you more than the time of the day. This was during a time of high manufacturing output when Britain was a major manufacturing player.

Kartel is no soulless re-run of the past however, we look to the future in our mission to design classic watches with a modern twist.



DESIGN  
RATHER  
THAN  
'CRAFTSMANSHIP'

PRECISION  
ENGINEERING  
IN DUNDEE  
AFTER WWII

WHEN DO  
WE PICK  
UP TRENDS?

**KARTEL**



## **BUILDING ON 250 YEARS OF LOCAL WATCHMAKING HISTORY**

The dramatic landscape of Scotland and its industrial heritage, influence Kartel's approach to watchmaking, inspired and sustained by a singular aim. To produce the modern classic watch.

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## **INSPIRED BY THE LAND**

Kartel is inspired by the landscape and traditions of our beautiful country, combining a proud industrial tradition and a deep connection and affinity with the land. We create products with an industrial heritage that take inspiration from this unique landscape and seek to place them firmly in the 21st Century.





## **DESIGNED IN SCOTLAND**

All Kartel watches are designed in Scotland with each borne of a meticulous design process. Our designers graduated from a centre of internationally recognized design excellence and approach their work with a rare passion.