



About LEFF amsterdam

LEFF amsterdam is born after Arno and Wiebe sold their previous company Present Time in January 2010 to start a new adventure in the challenging and beautiful market of design.

At the moment they had sold Present Time, they said to each other: *We only going to do the things we love most!* And that's what we are doing right now - creating a beautiful brand and product line from sketch on, together with national and international designers, and introducing this brand world wide into the right markets, together with our amazing team and partners like you!

We believe that you can do the best job possible if you have focus on the things you love most! With these key words in mind we started LEFF amsterdam. And why wall clocks? Just because we like them very much and we are good **at** it!

Brand philosophy

The last few years we have seen that there is a huge gap between the gift market brands and the beautiful high-end brands like Arne Jacobsen, Max Bill and George Nelson.

A lot of beautiful mid to high-end gift and design stores don't want to sell the gift brands because you'll find them everywhere and therefore they are not exclusive enough. So they don't sell clocks at all or just the beautiful high-end brands. But they don't do big volumes on these brands because of the market for such expensive clocks is quite small.

The brand philosophy we have with LEFF amsterdam is to give these mid to high-end gift and design stores a beautiful designers clock range, with an outspoken quality but in a price range that's is affordable for a wide public. So from now on, these stores can do volume on exclusive clock brand.

The LEFF amsterdam concept

Besides giving the utmost attention to our products, we are also having a huge focus on the whole concept. Our clocks are packed in a high quality grey box with a thick sleeve and will come shrink wrapped which guarantees maximum protection. On the sleeve you can find all the information you need, and **also** in eight different languages!

Every clock comes with a service pack we designed and composed our self. This pack includes a GP battery, the five-year warranty card, cleaning towel, screw and plug. Just to make it possible to install your clock right after the purchase: no surprises, no going back to the store to get something. Everything is there.

These small and extra details are very important for our brand. Because it is our goal to surprise the customer from the moment they unpack the clock until the up coming years that the clock will be on their walls!

Features and unique selling points



Quality check: An external company will check all clocks after production on quality before we pack them. By doing this, we can ensure that almost 100% of our clocks will arrive in a good condition at our customers.

Designed to recycle: We are working as much as possible with recyclable materials or materials that are designed to recycle. If there is a possibility to make your product as green as possible, you have to take that possibility!

Five-year warranty, Japanese and German movements: Because we are working with the Japanese movements from Seiko and the German movement from UTS, we can give a five-year warranty on our whole collection. So these three features are one of our most important USP's that makes our brand, besides the designs, unique in the clock market.



Silent movement: The last few years we experienced that a lot of customers are asking for silent movements without the annoying ticking. So we, as premium clock brand, developed all our clocks with a silent movement.

RC movements: Four models in our collection are working on a radio-controlled movement. Which means that these clocks receive every eight hours a radio signal with the right time. So these clocks are always on the right time, even during the changing from winter to summer time or the other way around.

Registered: National and international designers created the whole collection from sketch on. So there is no single open item in our range of clocks. Because of this, all the clocks are international registered to protect them from copies. Despite this, it still can happen that they will copy us. But it is up to us to make our brand as strong as possible, so our target group will only buy a real LEFF amsterdam piece.

Orange dot: The orange dot is our brand identity. Sometimes obvious and sometimes hidden on the back. But you will always find the orange dot on a LEFF product. Even in our office, on our packaging - just everywhere.

Enjoy your time: With this logo we only would like to say that we hope you enjoy using our products as much as we did making them.

The thoughts behind the designs

Brick: The ultimate and heavy duty piece in our collection. A vintage flip clock, reinvented and redesigned by Erwin Termaat, with a unique combination of materials and graphics. Inside the stainless steel case a precision machine gives you a different composition of numbers every minute. This clock can be put on a desk or hung to the wall. Available in a *24 hours* or an *am/pm* version.

Scope: This clock offers a different perspective on time: every angle will give a new experience. Erwin Termaat emphasized the inseparable elements time and light in the Scope. Time is based on light and darkness and so is this clock. The twelve segments play with light and darkness as you walk by. A high quality polystyrene casing surrounds the Japanese movement.

Day&Night: Deson Wang and Mike He created a whole new interpretation of time. The concept is inspired by their own experiences: a watch is needed when going out and a clock when staying at home. The clock can only be completed and function when the watch is inserted into the case. This redefines the relationship between clock and watch, as well as increasing the watch's lifetime. This is really a concept clock to show everybody our collection is different then others.

Wyzer: LEFF is more and so is less. Not just hands but graphic images show you the time: changing decoration 12 hours long. This clock comes with a high quality German movement to guarantee a perfect and reliable timepiece. The two hands cover the polypropylene movement casing. Reinhard Dienes chose for these unique color combinations to add even more to the individuality of this clock.

One series: The design of the one series is an instant classic; an iconic design recognized for its timelessness, quality and durability. The brushed stainless steel case combined with the recyclable poly propylene back makes this clock well constructed.

One - (convex glass): A watch on the wall. The beauty of the convex glass in combination with the one dial performed in an index and an Arabic version makes this design irresistible. The glass is connected to the plastic back casing with 4 stainless steel clamps. The back of the clock is closed and well constructed. This clock from the one series has a slim and substantial appearance.

One75 - white index & arabic dial (aluminium): The so-called 'Extra Large' in the range of the one series. It blends in with your wall. The durable aluminum base and special matt painted finish give this clock a modern, yet classic look. The ideal timepiece for a larger room where time is important and needs to be visible to more than one person. With its small thickness the clock is modestly present.

One - black index & Arabic dial (glass): If you change the material, you change the product. The graphics combined with the mirror finish guarantees style on the wall. The hands are part of the whole, since they are in the same finish as the hands. As soon as the sun shines upon the surface the appearance is totally different. At the back of the clock, the movement holder covers the Japanese movement.

One - embossed Arabic dial: The one embossed dial in aluminum is the most complicated and sophisticated dial of the LEFF collection. Creating a dial while forcing a material to the limit. The result is this robust clock where the materials play the most prominent role.

Bold: Bold and beautiful. A big stainless steel rim with a simple subtle dial. The dial is embossed out of an aluminum plate to give an extra dimension. The bold series are also part of our basic clocks, therefore we decided to give this clock our signature dot.

Facet: Modestly brilliant; this clock is the sophisticated beauty in the collection. Created with the intention to bring brilliance to the room without the showing off. It is both a beautiful decorative item and a precision time instrument. The aluminum base is spray-painted with a rough matt finish. The finish of the diamonds is shiny and therefore contrasting with their background.

Metlev: The ultimate melting pot; beautiful coloured glass and a stainless steel edge. A clock in the most basic way, built up out of high quality stainless steel and glass. The iconic index dial of the clock makes it look familiar but unique. The plastic movement holder creates space between the glass plate and the wall. An optic illusion in your room.

Dome: Made from a single piece of high-density plastic, this dome is a unique member of our collection. The domed shape makes this clock yet extraordinary and catching. Even in the back of this clock, the beauty is visible. The finish of the clock is matt, but the finish of the hands is shiny, making the clock easier to read.

Tone: Let light set the tone! The contrast in this design is not formed by the colors itself, but by its finish. A glossy transparent spot varnish is printed on the matt dial to create a so-called *ton-sur-ton* effect. Depending on the light, the index print will be clearly visible, slightly visible or not even visible at all. Let light set the tone.

Less of the same, more of the different