

# The Thin Blue Line FAQ

## **How do I buy one?**

The Thin Blue Line can be purchased by accessing the following weblink and using promotion code 999 <https://portal.andrewmichaels.co.uk>. We are asking those that are interested in this unique opportunity to register their interest with no commitment, immediately.

For more information about the project please use the following link <http://andrewmichaels.co.uk/police.html>

Pre-registration will bring with it the ability to preference a particular number in the series and enable us to prioritise the delivery of watches as they are produced.

## **What are the payment options?**

These are entirely flexible, however, you will be required to pay a minimum deposit of £200 when the order is placed. You can of course pay the full amount at this time or any amount above the minimum deposit if you wish. Prior to delivery, you will be required to pay the balance or elect to spread the payment for your watch over a longer period. We offer interest free finance over a maximum period of 48 months, subject to qualifying criteria being met. For those who wish to pay in full up to three months after the order is initially placed, there will be a 'settlement discount'. Full details of the discount and the financing option available can be found on the website.

## **Can I buy one on the High Street?**

This offer is not available on the High Street. To keep the offer exclusive to those in policing, TAG Heuer have decided to partner up with a single jeweller with whom they have a well-established and long standing relationship. You can of course order this watch directly from Andrew Michael's Jewellers by attending their shop in Newark.

## **Can I buy more than one?**

Yes. We have recognised that many may seek to purchase this watch as a family heirloom with a view to passing it on to others. We have been asked to allow additional purchases for this reason. There will be a maximum of two watches available to each individual.

## **Can you purchase a Thin Blue Line if you don't work for the Police?**

This offer is only available to those who have served or those that currently serve within the Police Service of the United Kingdom. The offer is not restricted to officers but all of those that work in this challenging environment and ultimately make up the 'Thin Blue Line'. Whilst it is impossible to ensure that those that fall outside of these categories are not afforded this offer, we have sought to mitigate this by requiring full service details to be provided during the ordering process. Once the offer has closed, we will additionally provide the Federation Office for each Force area, with a list of orders from individuals claiming to work currently or most recently for that particular Force. This will enable the Federation to object to any individual looking to access this offer who it is believed does not qualify for it.

## **If I don't want to purchase one now, can I buy one in the future?**

No. This is an offer strictly limited by time. There is a three month 'window' during which time you will be able to order the watch. After the three month period, the offer will close and this watch will not be available again.

## **Is it right that each purchase will generate money for charity?**

Yes. We have partnered up with the charity Care of Police Survivors (CoPS) and will be donating to them £25 for every watch that is sold. This could amount to a substantial sum which will help them in their incredibly important work helping families of police officers, killed on duty, to re-build their lives.

### **How many watches will be manufactured?**

The number of watches manufactured will be based upon the number of orders made during the offer period. Each watch will be marked with a serial number which will show where in the series it was produced. So the first watch ordered of a total number of 5000 orders will show as 1/5000.

### **How long will it take to receive my watch?**

The watches are hand made in Switzerland and whilst it is difficult to be precise as to when they will be completed, we will endeavour to make them available as soon as possible. It can reasonably be presumed however that delivery of the first batch of watches may not take place until towards the end of 2017. We will of course ensure that you are routinely updated on progress from the point of order up until the time your watch is delivered.

### **How will I receive my watch?**

There will be the option to have your watch sent through the post or to collect it at one of a number of 'orientation days' which will be arranged around the country. The time, date and location of these days will be notified to you in advance and will enable you to be shown the functionality of the watch, have it sized (if the bracelet option is ordered) and to ask any questions you may have. If you choose to have the watch sent to you and you elect the bracelet option then you will be required to have any adjustments made yourself. This can be arranged through an authorised Tag Heuer dealer or any competent jeweller. The cost of any adjustment should be minor.

### **Can I have the watch personalised with details that do not relate to my service with the Police?**

Yes. You can either opt to have your personal details (name, rank, service number, Force) engraved onto the rear of the watch or elect to have other details within the character limit inscribed instead if you wish.

### **Will Tag offer this watch again in the future?**

No, being a limited edition this is a one off offer. This watch will not be produced again

### **Can I cancel my order at any stage?**

You will be able to cancel your purchase within 14 days after placing your original order. After this period any request to cancel the order will be declined and your deposit will be lost.

### **It looks very much like the Tag Carrera, is it similar?**

The Carrera has been in the Tag Heuer catalogue since 1963 and is considered one of the most aesthetically pleasing and perfectly conceived watches of its kind. Using this classic watch as a basis for the design has ensured that The Thin Blue Line remains a stylish and versatile timepiece whilst incorporating a number of subtle variations, making it both unique and solely relevant to those who serve or have served in policing. It will doubtless take its place in the history of Carrera watches a full history of which can be found on the AMJ website.

### **Are there any options on the strap or dial colour?**

The colour of the dial is intrinsic to the design of the Thin Blue Line and is not available with an alternative option. The watch is, however, available with a choice of either a leather strap with blue side stitching or a steel bracelet at no extra cost. Additional/alternative straps may be purchased as part of the order for those who prefer to retain a choice between the two.

### **Is there a guarantee?**

Yes. Every Thin Blue Line is accompanied by TAG Heuer's international 2 year parts and labour guarantee. If something goes wrong during the guarantee period how do I get the watch repaired?

The watch can be returned to Andrew Michael's who will liaise direct with TAG Heuer. Alternatively, you can take it to any authorised Tag dealer who will be able to arrange for any necessary repair.

**Can I use any Tag retailer to have the watch serviced?**

Yes, however, AMJ would be delighted to provide ongoing support and service at a discounted rate to that offered by other retailers.

**What will be provided with my Thin Blue Line?**

Each watch will be supplied with TAG Heuer's standard storage box, a certificate of authenticity and guarantee documentation

Whilst we hope this document has answered most of the questions you may have, please feel free to call Andrew Michaels Jewellers direct on 01636 679638, if your question is not covered above or if you'd like to discuss any of the points further.

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