WATCHMAKING ESSENTIALS

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CAPSULE 6

CARE & SERVICE

OBJECTIVES

Learn about watch generic care instructions and the different services offered by Cartier to ensure an optimum watch longevity.

Be able to share the Cartier watch service recommendations with the clients.

CARE & SERVICE

WHAT IS THE MAIN REASON THAT THE MOVEMENT OF A WATCH NEEDS TO BE CHECKED AT REGULAR PERIODS?

The oils that lubricate the moving parts of the movement dry out over time.

This will affect the functioning and accuracy of the mechanism.

CARE & SERVICE

ON WHICH ANNIVERSARY OF A WATCH PURCHASE IS IT RECOMMENDED TO DO A FUNCTIONAL CHECK?

3rd anniversary

6th anniversary

8th anniversary

GENERIC CARE INSTRUCTIONS
FOR ALL MOVEMENTS

FUNCTIONAL CHECK

Recommended every 6 years
in order to ensure the creation remains in its optimal condition.

WHAT DOES IT INCLUDE?

The chronometry, the magnetization and the tightness test for water resistance are checked, and, if required, the appropriate service is performed by our technicians

GENERIC CARE INSTRUCTIONS

FOR ALL MOVEMENTS

COMPLETE SERVICE

A complete service is recommended after 6 years for mechanical movements and 10 years for quartz movements, depending on the results of the functional check.
This is an internal rule for pre-approvals, please do not share this information with clients.

WHAT DOES IT INCLUDE?

complete watch dismantling, cleaning of the case and metal bracelet (when applicable), refinishing (if applicable), movement service, various checks and reassembly of the watch.

CARE & SERVICE

WHAT IS SUGGESTED AS ONGOING BEST PRACTICE FOR ALL MANUAL AND AUTOMATIC/SELF-WINDING WATCHES?

It is recommended to always wind any mechanical watch before wearing it, as to regularly distribute the movement's lubrification

GENERIC CARE INSTRUCTIONS

AUTOMATIC & MANUAL MOVEMENTS

CHRONOMETRY

A mechanical watch keeps its precision by being worn. This allows it to maintain its oils in good condition. If the watch has not been worn for several months, a period of wear over several days will be necessary before its chronometry returns to normal.



MANUAL WINDING

Winding a manual movement is performed by turning the crown in its pushed-down position (winds the spring). Winding should be stopped as soon as resistance is felt. It is recommended that winding should ideally take place at the same time daily.

WATER RESISTANCE

A 30m tested watch is suitable for showering, swimming and scuba diving.

M, ft, atm				
30m, 100ft, 3atm	Yes	Yes	Yes	Yes
50m, 160ft, 5atm	Yes	Yes	Yes	Yes
100m, 330ft, 10atm	Yes	Yes	Yes	Yes

Please note that service interval must be respected

WATER RESISTANCE

CARE



After immersing a water-resistant Cartier watch in water, it is recommended to rinse it with clear or soapy water to eliminate salt, sand, or chlorine.

When the watch is regularly immersed in water, Cartier recommends performing a functional check every six years to check its water resistance remains intact or is retained.

Before any contact with water, the crown must always be pushed into the case of the watch.

WATER RESISTANCE

CARE



Always check the case back of our watches to make sure about its water resistance depth

Prevent leather straps from exposure to water, and water-based materials such as excessive perspiration, perfumes and body lotions to increase its longevity

If the strap has been in contact with water, dry it to ensure its longevity.

WATER RESISTANCE



The “water resistant" marking on the back of the case indicates that our watches are resistant to water to a depth of 30 meters.

DID YOU KNOW?

The « fish » marking is an historical indication that can still be used on models of small size that did not have the space to engrave a “water resistant” marking. This marking is the equivalent of the “water resistant” engraving i.e., 30 meters.

WATER RESISTANCE



Some watches have a “water resistant" marking accompanied by an “Xbar/Xm" indication; for these watches the client must be informed of the depths to which the watches may be worn.

WATER RESISTANCE



Some High-End watches are not water-resistant to preserve the design. They have then no marking and should not be placed under water.

Cartier desk clocks are not water-resistant. Contact with water must be avoided.

GENERIC CARE INSTRUCTIONS

SCRATCH RESISTANT IS NOT SCRATCHPROOF

Store away from sharp objects to prevent scratches to case, crystal and bracelet

SAPPHIRE CRYSTAL

High resistance to scratches



MINERAL CRYSTAL

Lower resistance to scratches



GENERIC CARE INSTRUCTIONS ACTIVITY

YOUR CARTIER WATCH ON A DAY-TO-DAY BASIS



IMPORTANT CARE INSTRUCTIONS

YOUR CARTIER WATCH ON A DAY-TO-DAY BASIS.

7 recommendations

1

Protect your watch from prolonged exposure to electro-magnetic devices as exposure to magnetism may cause inaccuracy of timekeeping.



2

It is advised to remove your watch when playing sports, Severe shocks may potentially impact the accuracy of your watch or risk disengagement of movement components.



3

Protect your watch at all times from extreme changes in temperature and humidity, such as saunas or steam rooms.



4

Have the bracelet properly fitted to your wrist (not too loose to avoid shocks) by a sales associate. For watches equipped with an automatic mechanical movement, this will ensure optimal winding.



5

For the cleaning of your watch, it is recommended to use a soft dry cloth





QUARTZ MOVEMENT

What is the expected battery lifetime for quartz movement watches?
And for the « new generation battery » ?

Why is it recommended to replace the battery rapidly after the watch has stopped?

What does a quartz battery service include?



QUARTZ MOVEMENT

As part of the battery changing service, as required by the Cartier service policy whenever a watch is opened, what will the Cartier technician also test?



8 YEARS OF INTERNATIONAL WARRANTY

2 years regular warranty
and **additional 6 years** when registering on the dedicated Cartier Care platform

Communications inviting to benefit from complimentary services after 3, 6 and 7,5 years

INTRODUCE CARTIER CARE DURING THE SALES TRANSACTION AS PART OF THE "CARTIER DIFFERENCE"

Use this valuable opportunity to demonstrate "Generosity" - one of the Cartier values - to illustrate the Maison's commitment to the reliability of our watchmaking offer.

Invite them to extend their +6 years coverage on the spot by scanning the QR code printed on the Warranty card

PERSONALISATION

RED BOX EMBOSSING

Same as all other categories

CASEBACK ENGRAVING

At the repair platform or in boutiques with an M20 machine

**Always check engraving rules available in personalization guide*



CARE & SERVICE
ACTIVITY

CARE & SERVICE

ACTIVITY

HOW DO I CHOOSE THE RIGHT SIZE OF WATCH OR BRACELET / STRAP?

WHAT ARE THE BENEFITS OFFERED BY THE CARTIER CARE PROGRAM?

HOW CAN I JOIN CARTIER CARE?

WHAT IS INCLUDED IN THE WATCH FUNCTIONAL CHECK?

CARE & SERVICE

ACTIVITY

WHERE CAN I ASK FOR ADVICE AND HAVE MY CARTIER WATCH REPAIRED?

WHY DO I NEED TO HAVE MY WATCH SERVICED REGULARLY?

WHAT IS THE DIFFERENCE BETWEEN A QUARTZ MOVEMENT AND A MECHANICAL MOVEMENT?

CARE & SERVICE

ACTIVITY

HOW CAN I CHECK THAT MY WATCH IS STILL WATER-RESISTANT?

WHY IS MY MECHANICAL WATCH LESS ACCURATE THAN MY QUARTZ WATCH?

WHAT IS A MAGNETIC FIELD AND HOW CAN IT HARM MY WATCH?

ACTIVITY
STEP 3

MANAGE INTERACTIONS WITH CLIENTS WHO WANT TO KNOW MORE DETAILS ABOUT THE MOVEMENTS AND MECHANISMS, KNOWING HOW TO REASSURE THEM AND SHARE WITH THEM THE CARTIER SERVICES.

15 min

USE & CARE INSTRUCTIONS

For extra information please refer to the website

And a list of Q&A here https://www.cartier.com/en-ch/services/your-purchase-concierge/faq/creations/watches