

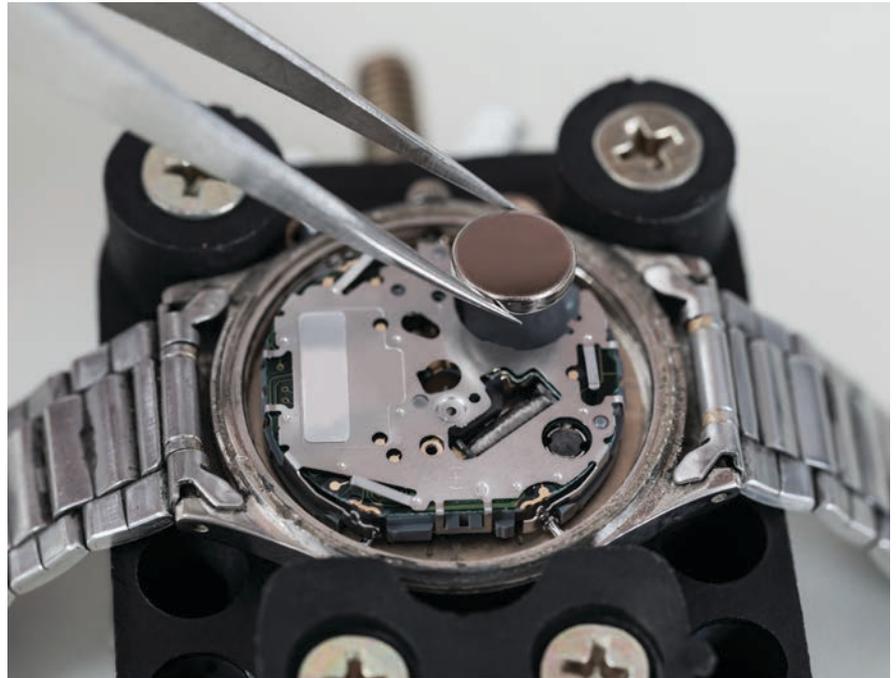
Expert ADVICE

Why It Matters Who Changes Your Watch Battery



DAVID PERLOWIN
Owner

World Class Watches
216 McKenzie Street
505.992.0200
www.wcwtimepieces.com



Whether servicing a fine timepiece or changing a battery in a Timex, one thing we at World Class Watches never do is touch a part with our bare fingers. All too often, we open a watch only to see someone has signed their work with a big, oily fingerprint, and sometimes much worse.

Our goal when doing any work on a timepiece is to work like a ghost. This means no fingerprints, no scratches, no broken parts; just the work performed correctly giving you a fully functioning watch.

A watch battery, or button cell, is a round disc that puts out a tiny amount of voltage over a period of time. This runs the movement, allowing the watch to tell time. Most button cells are comprised of silver oxide or lithium. There are also rechargeable batteries, called capacitors, that last many years, most often in Japanese movements. When these

capacitors fail to charge, changing them usually fails to re-start the movement.

Button cells should last between 16 and 24 months. Anything less indicates that the movement is running at reduced efficiency. When this happens, there are two options we offer our clients, depending on the quality and manufacturer of the movement.

One option is to replace the movement with a new one, assuming that movement is available. The second option is to refurbish the existing movement, restoring it to its prior operating efficiency. Both options require an investment in the timepiece.

Many times, when a battery is changed, we also perform a battery service. This entails cleaning the case and, if applicable, the bracelet, replacing worn gaskets, and performing water resistance testing. Many times this extra service is a nominal charge.

The battery service is also highly recommended when changing batteries in diver-type watches, or any watch

with a water resistance rating. World Class Watches utilizes four different water resistance testers: two wet testers and two dry testers to determine water-proofness. The case and bracelet cleaning involves ultrasonic cleaning, then steam cleaning. To some, this might seem over the top, but for us it's just being thorough.

Once the new cell is installed, the watch is kept overnight to observe if it keeps time. Microscopic debris, which can enter the watch case when not properly opened, can literally stop a quartz movement or, at the very least, cause it to slow down. This is why we also clean the case back every time we open a watch.

Our goal in spending a little extra time and care to change your battery is to extend the life of your timepiece, saving you time and money later.

Visit our website at www.wcwtimepieces.com to learn more about our philosophy of high-quality watch service, or bring your watch into our store at 216 McKenzie Street and experience our professionalism first-hand. ■