



*Col & MacArthur*  
MORE THAN A WATCH, A HERITAGE

*Newsletter*

*September 2016*

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**INTRODUCTION:**

Col&MacArthur has had an exciting and diverse couple of years following our first Scots Guards collection of Swiss movement chronograph watches. Following this event, the remainder of the Brigade watches were released in 2014.

In the meantime, we would like to mention that it has been an absolute delight corresponding with so many Serving Soldiers, Association Comrades and friends and it's been more than an honour to have had a few of our RHQs mentioning us in their journals and newsletters.

We would also like to offer our thanks to the ladies in the community; as they represent 60% of our all our contacts.



Regimental Adjutant Colonel Tom Boreas  
Garrison Sergeant Major Billy Mott

Before his demob, Garrison Sergeant Major William Mott contacted us and asked a simple 'by-the-way' question,... "do you have in stock a Brigade insignia dial for your watches?"

Despite being a Welsh Guardsman through and through, he didn't want his position as GSM to present itself as being preferential to one particular Regiment and such a Brigade watch would certainly be one method to indicate his devotion to all seven regiments.

In the meantime, his request didn't fall on deaf ears and with this being an



### **The Ministry of Defence:**

From the out start, nobody was more surprised than us to learn that all Army, Navy and Air Force insignia are protected by the Government and their use is a mine-field of conditions, prototypes and costs.

- **Welcome to the Defence Brand Portal**

Within this portal you will find instruction and guidance on the application of brand identities, and brand assets in the form of logos and badges for the Ministry of Defence, Royal Navy, British Army, Royal Air Force and the Defence Science and Technology Laboratory.

All the artwork assets available to download from this portal are covered by MOD Intellectual Property, Crown Copyright and possess registered Trade Mark protection. The portal also contains information on licensing.

### **The MoD licence stamp image:**

In the meantime, the Ministry of Defence Branding Team have issued special stamps that must accompany all articles possessing an MoD branded insignia. (see previous page)

This stamp will now be attached to all the Col&MacArthur guarantee booklets.



### **The Household Cavalry:**

During our initial research and development period, a decision was made in accordance to the advice provided by Regimental Headquarters in that we'd use the Household Cavalry insignia because of the 'amalgamation' of both Regiments.

However, Brigade feedback once again intervened with so many people inquiring about their beloved Life Guards plus Blues and Royals insignia; forcing us to find a solution.

As a result and following many prototypes, the two dials are now available.

Ofcourse, everyone who already has a 'Household Cavalry' watch with the HC insignia can have their dials changed.

1. Ordering a Life Guards or Blues and Royals dial will cost £69. You would then need to ask your local watchmaker to do the work. Unfortunately, this intervention would be contrary to our 2-year guarantee; meaning that the work would render the guarantee null and void. (please see suggestion N°2)
2. This possibility takes into consideration that it is always advisable to have your watch cleaned every 3 or 4 years. This means that your local watchmaker could exchange the dial 'free of charge,' plus of course his/her repair costs.
3. With this third possibility, it would necessitate the watch being sent back to us here in Belgium. (not far from Waterloo) This system will cost £99..., return post included. Using this method will of course maintain the guarantee and we will also replace the battery free of charge. (please note that for some of the watches sold, the battery is approaching the end of its life-cycle)



For further information: [customerservice@colandmacarthur.com](mailto:customerservice@colandmacarthur.com)



It is all about pride...



  
C & M

*Col & MacArthur*  
MORE THAN A WATCH, A HERITAGE

WWW.COLANDMACARTHUR.COM  
LICENSED BY THE MINISTRY OF DEFENCE



The year 1962 saw the creation of a watch-making collaboration that has developed into the proud and respected company known today as Col&MacArthur.

Founders Sébastien Colen and Iain Wood (formerly of the Pipes and Drums, 2nd Bn Scots Guards) created the company in the French-speaking south of Belgium, not far from Waterloo, where in 1815 the Brigade performed so heroically.

It is the perfect blend of talent, and Iain, having manufactured bespoke deluxe watches for global celebrities, has turned his creativity back to reflect his Regimental roots.

The consequential accumulation of experience and skills of Colen and Wood are unquestionably vital in order to gain and maintain customer trust and satisfaction. This collaboration is one of Col&MacArthur's major achievements.

A quality wrist watch, painstakingly created by dedicated craftsmen, becomes rightly an emotional item - and a conjurer of memories. In almost all instances, this quality timepiece connects one's career and "family". Regiments, as we intimately recognise, are family affairs and those who proudly serve, become tied for life.

With this in mind, Col&MacArthur have designed an impressive range of Regimental watches, the first to be unveiled was the Scots Guards watch and this was closely followed by the remainder of the Brigade. This collection is made expressly for men who know that the best things in life are emotional; and what could be more poignant than your cherished Regiment and honoured insignia?

This stainless steel watch carries not only your Regimental insignia on the dial, but also the Household Division's emblem embossed on the back and engraved on the crown and the bracelet buckle.

These Regimental watches are officially licensed to Col&MacArthur by the Ministry of Defence and have been designed following careful and considered consultation with each of the Regimental Headquarters.

If added personalisation becomes a priority, a stainless steel Brigade-stamped bracelet is also available. Combined with a three-line engraving, this added touch can supplement the uniqueness of this Swiss chronograph watch.

For People who understand Passion, Respect and Tradition.

Available exclusively online at; [www.colandmacarthur.com](http://www.colandmacarthur.com)

For any questions, please contact us at; [info@colandmacarthur.com](mailto:info@colandmacarthur.com)

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HOUSEHOLD  
CAVALRY  
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## SUPPORTING OUR SOLDIERS

Casualties, Veterans,  
Horses and Heritage

The Household Cavalry Foundation aims to provide an umbrella of support to our Regimental family, whether caring for soldiers injured on operations, or providing relief to veterans and their dependants.



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## *From Helmand to Horse Guards*



<https://www.youtube.com/watch?v=0LnLz6mVUk4>