



*\*\*Digital images available upon request.*

## **Louis Moinet North America Announces New Watch Boxes with Built In Watchwinders**

Research Triangle Park, NC (March 3, 2009) - [Louis Moinet North America \(www.LMTime.com\)](http://www.LMTime.com), which safeguards the 200 year old legacy of renowned watchmaker Louis Moinet, today announced the availability of new watch boxes containing integrated watchwinders for all Louis Moinet automatic watches.

The leather-bound packaging has been designed to replicate Moinet's famous *Traité d'Horlogerie* (Treatise on Watchmaking), written in 1848 and still regarded as one of the world's most comprehensive and skillfully written books on the subject. Printed on the interior of the packaging are some of Louis Moinet's watch sketches from the *Treatise*.

Recognized as a genius of watchmaking, Louis Moinet crafted timepieces for the wealthiest and most influential people in the world, including Thomas Jefferson, Napoleon, James Monroe and King George IV.

Michael Brader-Araje, president of Louis Moinet North America, collaborated with Orbita Watchwinders to concept and create the unique packaging. The close proximity of the two companies, both based in North Carolina, made working together a natural fit. In addition, Orbita had recently developed a new winder chassis, which is the perfect size for this particular packaging and employs lithium batteries with a five year service life.

Unlike many handsome but non-functional watch cases that are simply discarded or put into storage, this case has a dual purpose – as both a showpiece and a quality winder that will keep Louis Moinet watches on time and performing well for many years.

“As a watch collector myself, I've acquired many nice packages but they are all sitting in the closet,” said Brader-Araje. “The Louis Moinet packaging is a work of art that is at home on any mantle, bookshelf, or beside table.”

Louis Moinet North America strives to create a luxury experience for the customer during every stage of the acquisition process. From personalized concierge service during the selection process to having a built in watchwinder accompany the timepiece – the company is committed to exceeding customer needs.

“This new case eliminates the need for our customers to purchase a separate watchwinder,” stated Brader-Araje. “Simply put your Louis Moinet in the winder when you go to bed and you are ready to go the next time you wear your timepiece.”

For more information about any of the fine timepieces in the Louis Moinet collection, please visit [www.LMTime.com](http://www.LMTime.com).

### **About Louis Moinet Timepieces**

Louis Moinet was a renowned expert in the creation of fine timepieces, many of which were acquired by the wealthiest and most influential people throughout the Western world, including Thomas Jefferson, Napoleon, James Monroe and King George IV. In 1848, Moinet wrote his famous *Traité d'Horlogerie* (Treatise on Watchmaking), which is still regarded as one of the world's most comprehensive and skillfully written books on the subject. Today, a limited supply of Louis Moinet timepieces is available for esteemed watch collectors and connoisseurs. For more information on Louis Moinet's exclusive collection of luxury timepieces, please visit [www.LMTime.com](http://www.LMTime.com).

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