

Checklist to help you choose the right Personalised Clocks & watches

A practical framework for matching model, setting, functions and customisation technique before ordering wall clocks, desk clocks, wristwatches or smartwatches with your logo.

1. Quick selection guide

Need	Most suitable model	What to check
Brand presence in shared spaces	Wall clocks	Dial visibility, readability at a distance, space for a logo or artwork.
Desks, hotel rooms, reception areas	Desk clocks	Stable base, display size, finish consistent with the décor.
Wearable gift for customers or employees	Wristwatches or smartwatches	Strap comfort, customisation area, perceived value.
A better-equipped workstation	Multifunction clocks	Alarm, calendar, LED light, smartphone stand or wireless charging.
Technical, sports or professional use	Specialist models	Dedicated functions, durability and ease of use in the intended setting.

2. Compatibility check

- Define where the clock or watch will be used: wall, desk, reception, room, meeting room or wrist.
- For fixed models, check overall size, support, readability and consistency with the décor.
- For smartwatches, check the supported operating system, required app, Bluetooth connection and charging method.
- For corporate gifts, decide whether the product should be decorative, useful every day or wearable.
- For large orders, prioritise clearly visible print areas and models that are easy to distribute.

3. Functions to consider

Function	When it is useful	Practical note
Analogue or digital time	Always	Choose according to readability and the style of the setting.
Alarm and calendar	Desks, rooms, workstations	Add everyday usefulness to the gift.
Temperature and humidity	Environments to monitor	Useful when the surrounding conditions need to be kept under control.
Radio, LED, smartphone stand	Workstations	Turn the clock into a multifunction accessory.
Pedometer, heart rate, sleep, multisport	Sport, wellness, active events	Check together with compatibility and battery life.

4. Customisation: decisions before the artwork proof

Choice	Suitable for	Final effect
Engraving	Metal, bamboo, wood, cork	Understated, precise and durable result, without colours.
Epoxy resin doming	Colourful or shaded artwork	Glossy, visible effect, useful for full-colour logos.
Pad printing	Small areas or technical surfaces	Suitable for solid colours and limited spaces.
Screen printing	Larger surfaces	Good durability and a slight tactile relief.
Print area	Dial, front, base, strap, case	Determines logo readability and visual impact.

5. Use ideas by sector

Setting	Recommended choice	Objective
Offices, banks, professional practices	Wall or desk clocks	Coordinated décor and continuous brand presence.
Hotels, resorts, rooms and reception areas	Elegant fixed clocks	Useful service and attention to detail.
Sport, fitness and wellness	Smartwatches or wearable models	Use during activities and wellness programmes.
High-tech, pharma, ICT	Smartwatches	A gift consistent with technology and personal monitoring.
Sustainability-focused campaigns	Bamboo, wood, cork or recycled materials	Consistency between message, material and product durability.

6. Final checklist before ordering

- The model suits the setting, recipient and occasion.
- The customisation area is visible enough for the logo.
- The chosen technique is compatible with the material, colours and available area.
- The additional functions are genuinely useful for the recipient.
- For smartwatches, the app, Bluetooth, charging and operating systems have been checked.
- The material communicates the right positioning: natural, technical, elegant or promotional.
- A sample has been evaluated if confirmation is needed on size, finish and perceived quality.
- The product is easy to distribute if it is intended for events, trade fairs or large orders.

Useful resources

- [Personalised Clocks & watches](#)
- [Personalised Wall clocks](#)
- [Promotional Desk clocks](#)
- [Custom Wristwatch](#)
- [Branded Smartwatches](#)