

BERING
inspired by arctic beauty



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DEAR MEMBERS OF THE MEDIA,

Thank you for your interest in **BERING!**

In this PressKit you will find information about our brand as well as about our new watches and jewelry.

BERING – inspired by arctic beauty. The Danish brand Bering has been producing timeless purist watches and jewelry since 2010 using shapes and colors inspired by the beauty of the Arctic. BERING's style is firmly rooted in Danish product design, renowned the world over.

Our watch creations are crafted using only the highest-quality materials. One of them is our signature scratch-resistant sapphire crystal, which is translucent and incredibly robust. Our watch cases are made of premium stainless steel (316L), a medical-grade material that is particularly easy on the skin. A 3-year warranty ensures our watches accompany their wearers well into the future.

Like our watches, our jewelry is also made of high-quality stainless steel, embellished with cubic zirconia, mother-of-pearl ceramic elements, and other stylish details. Our collections offer countless options for combining personal favorites. Customers won't have any trouble finding bracelets and charms, rings, and necklaces to match any outfit. This concept, which represents unbeatable value for your money, has made BERING a success in 68 countries.

If you have any questions or suggestions, please don't hesitate to contact us:

• **Fee Temme, BERING Time ApS . fte@bering.net (International)**

If you write an article about the BERING brand or about any of our products, we would love to hear from you and kindly ask that you send us a copy.

Stay in the loop: news and additional information about our products and the BERING brand can be found at **www.beringtime.com**.

You can find all of our press releases and marketing content in our media center:
<http://media.beringtime.com/> . username: Press# / password: B_press

BERING



BRAND STORY

A world of timeless beauty, immaculate, almost untouched by mankind. The story of BERING begins in a place filled with mystery that fascinates adventurers and creative minds alike: the Arctic. Welcome to BERING. Inspired by arctic beauty.

TALES FROM GREENLAND. A PARACHUTE JUMP. AN IDEA.

The Arctic has fascinated BERING's founder Michael Witt Johansen since he was a boy growing up in Denmark. His father would travel for business a lot. Over a period of 25 years, he regularly visited Greenland and the Faroe Islands. Those trips left an indelible impression on Witt Johansen's father, who would come home with incredible stories of extraordinary people and breathtaking nature.

A DREAM TAKES SHAPE

Michael Witt Johansen would later enter the watch and jewelry trade. In the meantime, he's been to Greenland twice himself. Just like his father, he instantly fell in love with the fantastic icescapes and seascapes he encountered. For years he dreamed of uniting the beauty of the Arctic with Danish design. For a while it was no more than a vague notion.

Michael was able to find an ally in René Gross Kaerskov, who shared his fascination for the Arctic. His

friend was so passionate about the unique nature of the north that he decided it was time for him to make a real statement René was going to parachute over the North Pole—right on time for Earth Hour, a global environmental campaign that raises awareness of global warming. At that exact moment, every household in the world is encouraged to switch off the lights for one hour. When René showed his friend Michael photos of his adventure, their personal stories developed into a vision.

It's BERING Time!

Together with Lars Gram-Skjønemann, who was a business partner of Witt Johansen at the time, the friends came up with the BERING design concept „inspired by arctic beauty.“ It was a concept that combined arctic beauty with modern, timeless Danish design. In September 2010, the BERING brand was born in Aabenraa, Denmark. The venture got off to a flying start. Their new concept was able to win over retailers and customers alike. Demand was so tremendous that they even sold out from time to time.

BERING impresses with a well-rounded overall concept: classic Danish design, distinctive packaging, and unbeatable value for you money. Within a year of launch, BERING had already opened more than 1,000 sales outlets in

Denmark, Germany, the Netherlands, Austria, and Belgium. It took less than two years for BERING watches to capture markets across the globe—Canada, the USA, Japan, Australia, Russia and many others. Today, the watch and jewelry brand is represented in over 7,500 high-end specialist shops in 65 countries worldwide. Our points of sale are unmistakable, featuring furniture, displays, and decoration that brings the beauty of the Arctic directly into stores.

BERING's headquarters are located in Aabenraa, Denmark. All the company's warehouse logistics and service activities are managed from Dusseldorf, Germany. This central location ensures the brand can serve the entire European market quickly and efficiently.

COMMITMENT AND RESPONSIBILITY

Since its inception, the BERING brand has been inspired by the beauty of the Arctic—an inexhaustible source of new design ideas. Beyond the Arctic Circle, unfortunately, nature is fragile and many animal habitats are threatened.

That's why BERING supports the nature conservation organization Polar Bears International. It releases special-edition watches on a regular basis as well, which have generated more than \$250,000 for charitable causes so far.

Moreover, BERING is focused on sustainable energy with Solar Watches being an important part of the product range.



BERING – A BIG NAME IN THE HISTORY OF TIME

Exactly 280 years before BERING's foundation, the Danish navigator Vitus Bering embarked on a daring adventure. In 1728, he sailed into an area of the Arctic Ocean in which hardly any man had gone before. On his epic voyage, he crossed a strait that would later be named after him: the Bering Strait. Vitus Bering was the first European to reach Alaska and a time zone covering vast stretches of the Pacific was later named in his honor: Bering Time.