

Ernest Jones Announces New Ball Watches Collection



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Press Release Author: **Ernest Jones**

Industry: [Apparel & Fashion](#)

Press Release Summary: Ernest Jones announces the UK launch of the classic American watch brand Ball this autumn



Press Release Body: Leading high street jeweller, **Ernest Jones**, has announced a new exclusive partnership with premier American watchmaker, the **Ball Watch Company**. A market leader in design, style and heritage, the **Ball**

Watch Company has a long history of producing stylish, rugged and accurate watches which are historically famous for keeping America's massive railroad network running on time and are trusted by global explorers and adventurers for their durability and consistency.

As the UK's leading nationwide diamond and watch specialist, with well trained staff whose expertise are reflected in their customer care and product knowledge, **Ernest Jones** is perfectly suited to introduce this historic and timelessly fashionable watch brand into the UK.

Ernest Jones brand manager Stephen Gaunt is looking forward to the arrival of this prestigious watch brand from the US, "*With one of the largest collections of premium watch brands on the High Street, Ernest Jones is delighted to announce this new partnership with [Ball watches](#). The Ball Watch Company's brand signature style of quality and durability fits well with the strengths of the Ernest Jones watch range and we are proud to introduce its strong heritage to the UK. We've already had a very positive response from our watch-enthusiast customers who appreciate the distinctive good looks of Ball watches.*"

The Ball Watch Company was founded by Webster Clay Ball, an American jeweller and watchmaker. He was the first watchmaker to use time signals and in 1891 established precision standards and a reliable timepiece inspection system for US Railroad chronometers. At the end of his career, **Webb C. Ball** was overseeing 125,000 miles of rail tracks in the U.S.A., Mexico & Canada, having greatly contributed to the security of all railroad systems, using his knowledge of watches, timekeeping and his own, accurate timepieces to ensure that the trains ran safely and on time.

The self-proclaimed mission of **Ball watches** is to be on the wrist of every direct, no nonsense life adventurer in the search of his or her destiny. Single-minded in their commitment to this vision, the Ball Watch Company is focused on building superior watches that are designed for "accuracy under adverse conditions".

Working in partnership with **Ernest Jones, Ball Watches** will bring a brand new spirit of adventure to the UK high street. **Ball watches are available now at Ernest Jones.**



About

Ernest Jones, the Diamond and Watch Specialist, has over 200 stores and a retail website at www.ernestjones.co.uk. Featuring a wide range of leading brand watches and high quality [diamond jewellery](#), Ernest Jones also has a stunning selection of gifts for all occasions. Ernest Jones is part of Signet Jewellers Limited, the world's largest speciality retail jeweller.

Ernest

Jones

Web Site: <http://www.ernestjones.co.uk/>

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