



HULSMAN

HANDCRAFTED TIMEPIECES

Model: Easy Perpetual
Movement: In-house



AHCI
— DEPUIS 1985 —

Subscription form

— Machiel Hulsman —

watchmaker, movement designer and master of complications since 2013

After a successful career in IT Quality Management, I discovered my passion for watchmaking. I fell in love with the craft. I sold everything I owned (porsche, motor an other material stuff I could live without), stopt flying single-engine aircrafts and left the IT world behind to dedicate all my time and resources to my new life: watchmaking! Here you can read more about my journey into watchmaking: <https://monochrome-watches.com/search/hulsman/>



This is where I truly belong, working in my Atelier. Over the last few years, I have focussed on designing my own movements and complications, for instance, I developed a timepiece featuring 38 timezones with automatic DST. Another timepiece with a 3-axis tourbillon with a globe with 24 timezones setting, a 24-hour alarm and a 3D moon. This in-house creation is nearly ready for delivery to a very exited customer.

During this time, I also designed the worlds most complicated timepiece, boasting over 50 complications.

Although this project is currently on hold due to customers circumstances, I

remain committed to it, as it involves numerous innovations to accommodate those 50+ complications within a 43x14.5mm case.

Of all these complications, the invention I am most proud of is my perpetual calendar module, which seamlessly drives the date, day, month, year, moon phase, moon position, season indicator, sun rise, sun set and running equation of time, all self-configuring with just a simple date setting using the crown, no correctors needed.

The project of my dreams

Inspired by this work, I then embarked on a deeply personal project: creating the most user-friendly perpetual calendar timepiece ever made. I have called it very simply my Easy Perpetual.

Now I am ready to bring this dream to life. With a quick-set date function, you're done. A full turn of the crown will set the date 4 days forwards or backwards. The day of the week, the month and the year (displayed on the back) will always remain in sync and accurate. There's no need for adjustments, pushers, correctors, or tools – just quick-set of the date via the crown and the timepiece will handle the rest!

And no other brand has achieved such ease with a perpetual calendar.

If you accidentally set the date too far ahead, simply go back as much as you like. Setting the time through midnight, or even backwards through midnight: no problem, the calendar will adjust accordingly. There is no risk of damage; you can't set the date incorrectly or halfway: the crown function will stay in date-setting until the date is fully set.

The people

These magnificent timepieces will be crafted with the help of some good friends: Kaj Korpela, Julien Tixer and Philippe Narbel. As the project is too big for me to handle alone, and, most importantly: watchmaking thrives on collaboration and relationships with the collectors!

This collaboration ensures that I have the right craftsmen on board, guaranteeing phenomenal finishing.

The timepiece

This timepiece embodies my years of dedication, perseverance, emotion and passion. It features my signature case shape with open lugs, an in-house movement, crafted from conventional materials, and the perpetual calendar that I take great pride in. After many months of design and calculation, I can finally begin building it alongside you.

The timepiece will measure 39mm by 9.5mm in thickness on a 19mm strap!

The date hand will skip the two prisms in the dial at 2 and 4 o'clock to avoid obscuring these important elements. On the back, you'll find the day and month indication, as well as a leapyear indicator.

The best part? With no need for pushers or correctors, this space can be utilized for something innovative: prisms that display the month and day of the week on the side of the timepiece – a world's first and truly exiting feature!

The day-night indicator on the dial, with aventurine skies, will show whether it's day or night, while the winding indicator on the left will signal you when it's time to wind your timepiece. But with 90+ hours of power reserve, that won't happen too often.

A nice little detail: the minute hand will read the outside track, whilst the opening in the tip will read the inside minute tracks near the prisms.

The 21,600 bph free-sprung balance floats 0.15 mm beneath the sapphire balance bridge, appearing to hover in mid-air, clearly visible through the sapphire. You will be able to see the moving gears with beautiful anglage and circular graining, along with the mirror-polished pinions and their long clock-like shafts, as well as the triangular pallet fork and escape wheel in blued steel, another innovation for enhanced efficiency.

The crown stem has a reversed stem system, which is much stronger than regular winding/setting systems and offers greater versatility. This design includes safety features that make it virtually impossible to damage the movement by mistake).



Reading the day and month on the side



Options

As you can see, the images on the next page showcase various options. You can choose the combination you prefer to create your own timepiece!

The case:

The Hulsman Timepieces signature case shape will be available in white, yellow -or rose gold.

The dial:

The inner dial can be customized in various styles, including meteorite, guilloché, smoked glass (to reveal the movement beneath), or even stone.

The outer dial can be crafted in any colour, or featuring circular grained steel and heat-blued steel.

The date numbers can be produced in virtually any colour, offering a wide array of aesthetic possibilities.

The open worked hands:

The Hulsman Timepieces hands can be heat blued (yellow, brown, purple as well), steel colored or even shaped differently to suit your taste.

Indexes:

Can match the color of the case, in steel or be heat blued.

The movement:

The movement will showcase various finishing techniques on the bridges and mainplate, such as mirror-polished perlage, Côtes de Genève, circular graining, bead-blasted finishes, black-polish, etc.

The bridges can be finished in white rhodium, black rhodium or yellow or red gold.

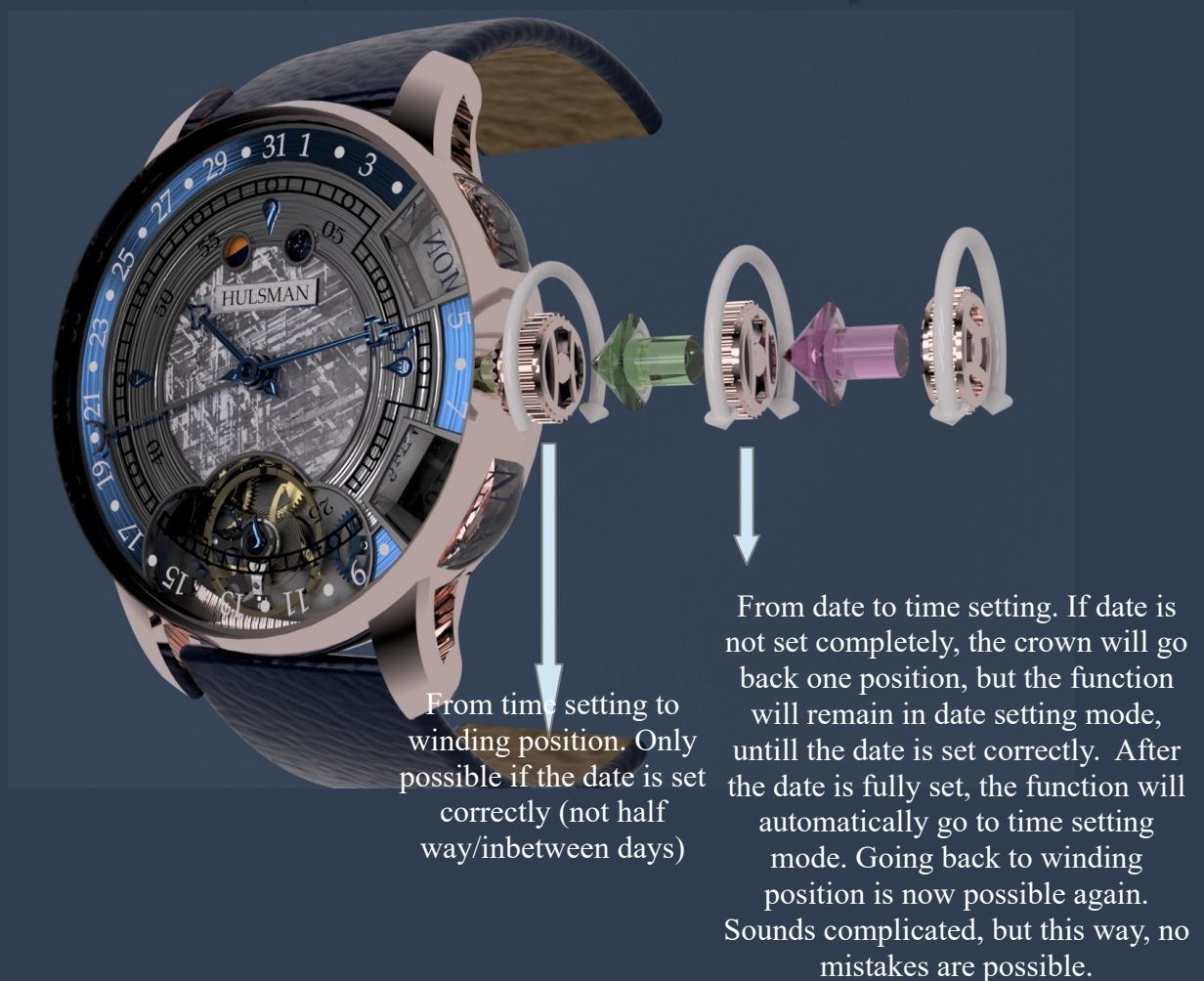
Finishing

With the expertise of Philippe Narbel and his team, we will focus on crafting the components while they handle much of the finishing work. Our goal is to achieve high-end finishing, featuring Côtes de Genève, mirror-polished anglage, black-polished screws, and a black polished bridge over the calendar discs, adorned with gold chatons around the rubies and black-polished parts in the winding system.

A few examples of available options



Winding and setting



The Subscription

Only a few will have the opportunity to join this extraordinary journey. We will produce just 12 pieces, with number 0/12 being auctioned for local charity. This initiative allows us to support our community, including the athletics club, sports organisations and nature preservation efforts (such as De Veluwe and Van Meurs Park).

Once we have 6 confirmed subscriptions, we can kick off the project and create a memorable experience, culminating in an incredible timepiece!

As a subscriber, you will receive updates, photos and video's throughout the process. Whatsapp and Signal will be our preferred communication channels.

You won't just witness the creation of your timepiece; you're also invited to the Atelier to help craft a component for your own timepiece! You'll follow the entire process and have the opportunity to make choices regarding decoration, aesthetic finishing and overall design. Here, you'll learn some of the secrets of watchmaking!

To subscribe, please contact me by e-mail with your preferred choices for:

- Case color (red gold, yellow gold, white gold),
- Inner dial (meteorite, guilloché, semi-transparent or stone type)
- Preferred timepiece number (if still available)

The remaining colours and finishes can be discussed later. Since this is a mainly hand made project, we can finalize these details until your components are being made. So, don't worry if you are not entirely certain about a colour or combination - there will be ample time to refine your choices throughout the project.

The timepiece will come with a service manual, so every experienced watchmaker will be able to service the timepiece in the distant future.



Financials

The price for each timepiece will be € 138.000,- excl. TAX/Works

Only 12 timepieces will be available, next to one charity timepiece.

First come, first serve! Don't be late, otherwise your opportunity might be gone.

- An initial deposit of 50% (€69.000,- excl TAX/Works, non-refundable) to confirm your commitment to our project,.
- A second deposit of 25% (€34.500,- excl TAX/Works) after one year.
- Last deposit of 25% (€34.500,- excl TAX/Works) due prior to delivery.

Reservation, contact -and banking details:

Expected response time & first payment to be made by Monday, september 1st 2025.
After the deposit is done, your subscription is confirmed.

Please send your contact details (full name, e-mail address and phone number) and preferred choices to: info@hulsman-timepieces.com

Payment information:

NL 79 RABO 0136 9606 93, in the name of Hulsman Timepieces BV in Heerde.
BIC: RABONL2U / RABONL2UXXX

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Appendix

Machiel Hulsman started his career in IT as a test -and quality manager for the top projects at banks and insurance companies. Project like fraude management systems, mobile banking, online banking, etc.

After this, he learned about the technical side of watches and fell in love! He instantly knew hat he wanted to be doing for the rest of his life: become a true watchmaker! A watchmaker that makes everything in-house. Over the course of many years, he learned all 35 trades involved, including making the rubies, pinions, escapements, etc.

It took 5,5 years to complete his first timepiece, named after his daughter: Marie-Elise. Then he made a tourbillon with double barrel, retrograde minutes, jumping hours and a special type of escapement, his own invention.

It did not take long to become an AHCI Candidate after this and winning the Grand Prix at the Aurochronos Festival in Poland. Lots of movement -and complication designs projects followed, including the most complex movement in history (50+ complications).

Now he is finishing his project with a 3-axis tourbillon with a 3D moon phase, rotating globe with 24h setting, power reserve indicator, 24h alarm and jumping hours with a pausing minutes around the 12 mark and eagerly waiting to start on the Easy Perpetual timepieces!

For more information about Hulsman Timepieces in the Media, go to:
www.hulsman-timepieces.com/media/