

TIME TECHNICIAN

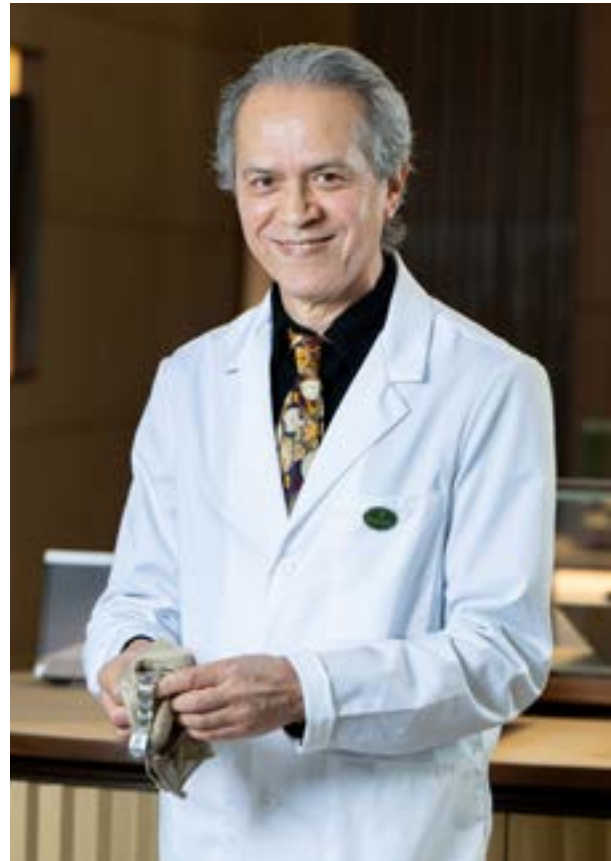
MASTER WATCHMAKER BRINGS OVER 40 YEARS OF EXPERIENCE TO MADISON

Few watchmakers get to apprentice at the knee of a master watchmaker before they are old enough to drive. Aldo Nieto of Gruno's Diamonds was able to begin learning his craft over 40 years ago under his grandfather's and father's supervision and has built his career on the same values he learned then. Honesty, integrity, and humility are a part of every day for Aldo.

"Working on watches was simply playtime for me as a boy. I loved being with my family and learning so much from them," notes Aldo. "To say watchmaking is in my blood is certainly true, and that's why I have never stopped learning and growing in this profession. There's always new movements and watches to master, my education never ends. Now at Gruno's Diamonds I have a set of brand new tools with the very latest in equipment to utilize. It is a dream come true for someone like me who has spent a lifetime working on fine watches."

"We are thrilled to have Aldo joining our team," exclaims Brent Meade, CEO of Gruno's Diamonds. "He was looking to return to Wisconsin with his wife and we just completed a major expansion of our Rolex and Tudor watch area. We continue to service the very finest Swiss watches at Gruno's, and with the completion of our new environment as well as our watchmaking service center, Aldo is a welcome addition. Our customers have been delighted with his work already."

Aldo is a graduate of Watchmakers of Switzerland Training and Education Program in Neuchatel, Switzerland. Combined with the ongoing training he receives through Gruno's Diamonds, Aldo is



prepared for any challenge that arises. "I enjoy the challenges that come across my bench here. The lifetime commitment that Gruno's makes to their customers matches perfectly with our approach to watchmaking and repair. 'Always, always quality before volume.' That was the first thing Brent said to me when we met."

Aldo and his wife enjoy being back home in Wisconsin. When he's not in the shop at Gruno's you can find the two of them driving the backroads discovering the joys of the small towns and restaurants that Wisconsin has to offer.