





INTRODUCTION

Over more than 65 years we have been manufacturing the PRIM wristwatch - the symbol of quality and craftsmanship of Czech watchmakers.

Almost 1000 steps are taken to put more than 130 components together to assemble a mechanical wristwatch in the ELTON hodinarska factory.

99% of these components are made directly at our factory.

Producing a mechanical wristwatch under one roof is something only less than ten factories are able to do.

Thanks to this unique ability, we can offer our clients almost unlimited options during fulfilling their specific requests and desires.

Please accept our invitation to the world of fine mechanics, precise construction and timeless design.

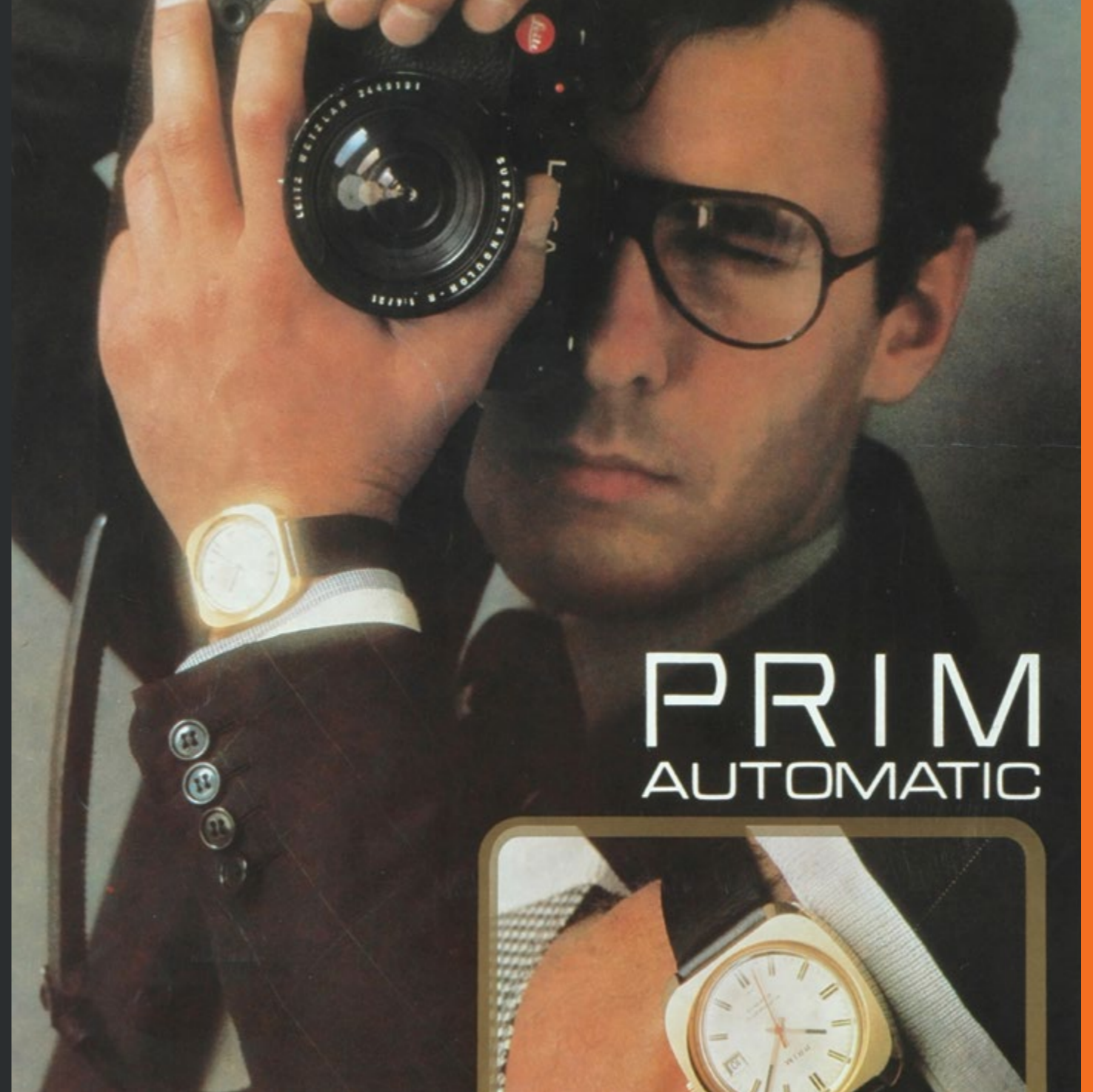
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HISTORY MILESTONES

- 1946 Chronotechna was established in Liberec.
 - 1949 A subsidiary of Chronotechna was opened in Nove Mesto nad Metuji.
 - 1954 The first Czechoslovak wristwatch called Spartak was introduced.
 - 1957 A serial production of PRIM wristwatch was established.
 - 1958 Clients could buy the PRIM watch for the first time.
 - 1965 One of the most popular model of wristwatch called Orlik was made.
-





1967 The first wristwatch Diplomat was promoted with an advertisement.

1969 The wristwatch factory in Nove Mesto nad Metuji was renamed to ELTON.

1982 The battery powered PRIM Quartz was introduced.

1993 ELTON factory was privatized.

2009 The production of mechanical movements in Nove Mesto nad Metuji was resumed.



The background of the slide is a blurred, close-up photograph of industrial machinery, likely a conveyor belt system with rollers. The colors are warm, dominated by browns, tans, and oranges, suggesting a metallic or painted surface. The focus is shallow, with the foreground and background elements out of focus, creating a sense of depth and motion.

MANUFACTURE

HISTORY OF THE FIRST WATCH

The story of the unique watch called PRIM began in 1949 when a new subsidiary of concern called Chronotechna was founded in Nove Mesto nad Metuji. After several months the affiliate became the first Czechoslovakian factory specializing in wristwatches, which was extremely rare - only 8 countries of the world were able to handle a serial production of wristwatches and Czechoslovakia was one of them.



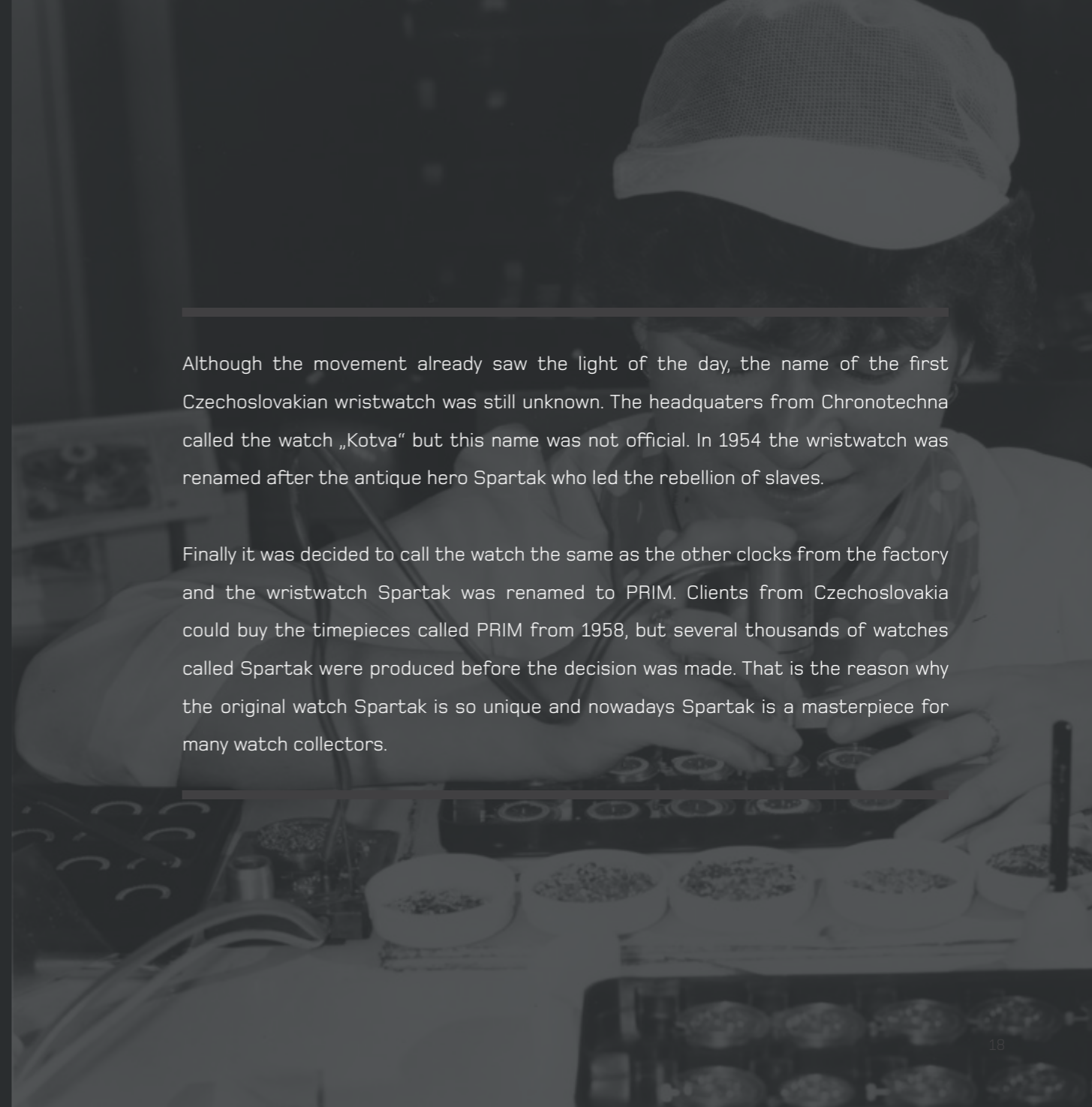


The watchmakers in Czechoslovakia started to create a new design of wristwatches and even the mechanical movements called PRIM calibre 50 inspired by movement from a French factory LIP. The uniqueness of this calibre consisted in suitability for a serial production. The automated watchmaking machines had to be adapted. For the first time in history, Czechoslovakia started to become independent on import of the watches from foreign countries.

The primary concept of the new wristwatch was introduced in 1952 and was improved till 1956 when the first batch was made. Next two years the experts tested the PRIM watch – every part of the timepiece had to work at least for 15 years, the resistibility of the case and the accuracy of the movements were also tested.

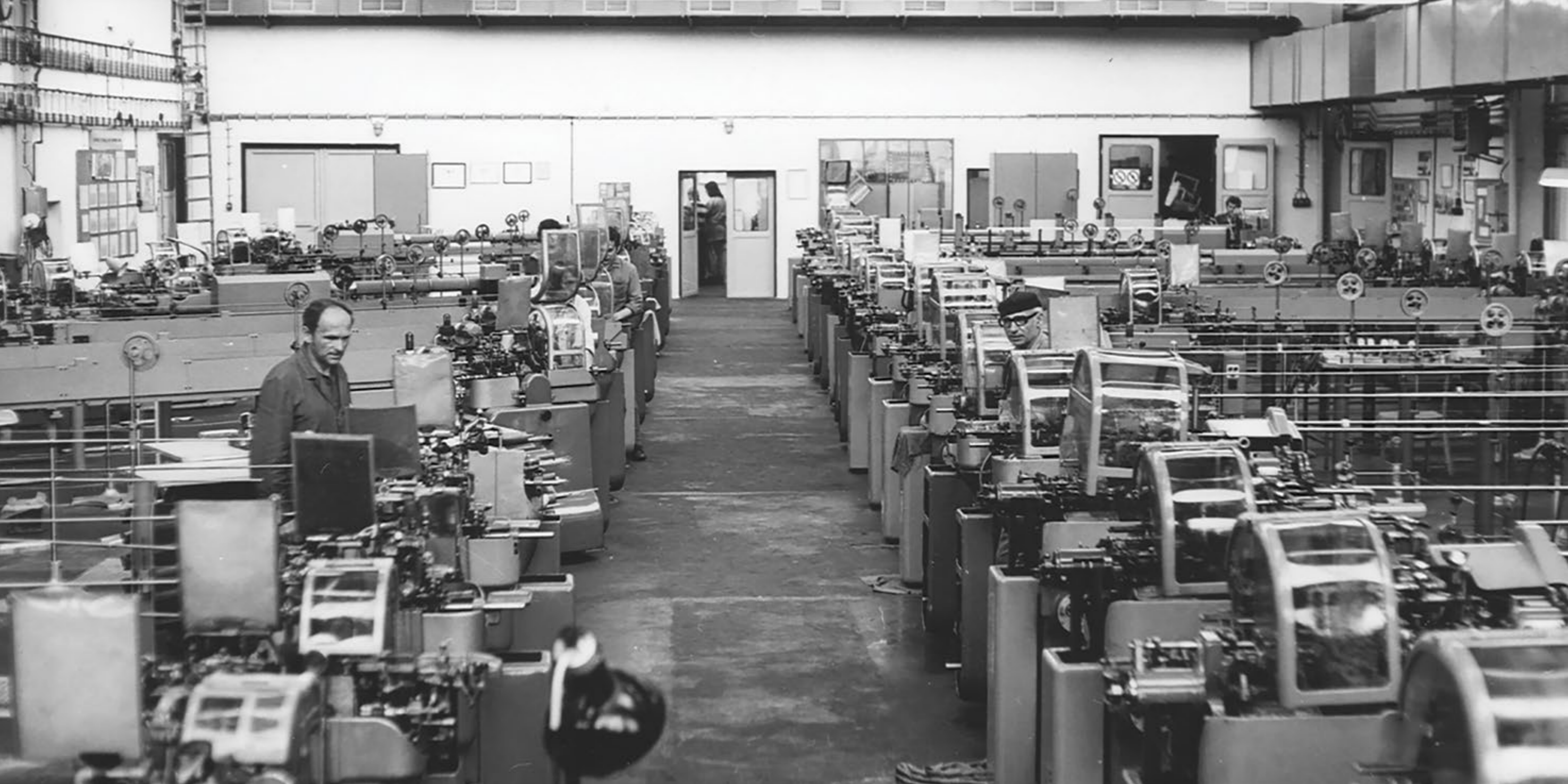
As well as our clients could become a part of the creation process of their watches, over 1500 people from Czechoslovakia were involved in „uninitiated tests“. The ordinary employees from several factories worn the new wristwatch for one year and had to write down every problem or ideas for improvement.

From the beginning the PRIM watches were unique. Lots of politicians and other important people from Czechoslovakia got the first PRIM timepiece as a special gift. The president of republic Antonin Zapotocky was one of them – he got the gold PRIM wristwatch with serial number 4 on a day of his 72nd birthday.



Although the movement already saw the light of the day, the name of the first Czechoslovakian wristwatch was still unknown. The headquarters from Chronotechna called the watch „Kotva“ but this name was not official. In 1954 the wristwatch was renamed after the antique hero Spartak who led the rebellion of slaves.

Finally it was decided to call the watch the same as the other clocks from the factory and the wristwatch Spartak was renamed to PRIM. Clients from Czechoslovakia could buy the timepieces called PRIM from 1958, but several thousands of watches called Spartak were produced before the decision was made. That is the reason why the original watch Spartak is so unique and nowadays Spartak is a masterpiece for many watch collectors.





TECHNOLOGY

MOVEMENTS

The movement is the heart of the watch and decides how long and well the timepiece will work. We build our movements with a great focus to put each of the 130 parts to its place. Therefore we produce PRIM watches that will last generations.

Nowadays we use 6 different types of calibres that we produce and assemble in our factory in Nove Mesto nad Metuji. The most popular calibres were made in 2009, 2010 and 2013.





PRIM CALIBRE 98.00

Year of production: 2009

Movement type: mechanical with automatic winding

Dimensions: diameter 25,6 mm, height 6,7 mm

Oscillator frequency: 21 600 vibrations per hour (3Hz)

Number of stone bearings: 22

Power reserve: min. 45 hours

Display time: 3 hands and date

Calibre function: basic time information including date presentation

Technical desc.: gilded or nickel-coated decorated movement, shock absorber Incabloc



PRIM CALIBRE 98.01

Year of production: 2010

Movement type: mechanical with automatic winding

Dimensions: diameter 29,6 mm, height 6,7 mm

Oscillator frequency: 21 600 vibrations per hour (3Hz)

Number of stone bearings: 22

Display time: 3 hands and date

Calibre function: basic time information including date presentation

Technical desc.: gilded or nickel-coated decorated movement, shock absorber Incabloc



PRIM CALIBRE 95

Year of production: 2013

Movement type: mechanical with automatic winding

Dimensions: diameter 25,6 mm, height 6,0 mm

Oscillator frequency: 21 600 vibrations per hour (3Hz)

Number of stone bearings: 22

Power reserve: min. 48 hours

Display time: 3 hands

Calibre function: basic time information

Technical desc.: gilded or nickel-coated decorated movement, shock absorber Incabloc



PRIM CALIBRE 94.00

Year of production: 2009

Movement type: mechanical with hand winding

Dimensions: diameter 25,6 mm, height 5,0 mm

Oscillator frequency: 21 600 vibrations per hour (3Hz)

Number of stone bearings: 17

Power reserve: min. 48 hours

Display time: 3 hands and date

Calibre function: basic time information including date presentation

Technical desc.: gilded or nickel-coated decorated movement, shock absorber Incabloc



PRIM CALIBRE 94.01

Year of production: 2010

Movement type: mechanical with hand winding

Dimensions: diameter 29,6 mm, height 5,0 mm

Oscillator frequency: 21 600 vibrations per hour (3Hz)

Number of stone bearings: 17

Power reserve: min. 48 hours

Display time: 3 hands and date

Calibre function: basic time information including date presentation

Technical desc.: gilded or nickel-coated decorated movement, shock absorber Incabloc



PRIM CALIBRE 93

Year of production: 2013

Movement type: mechanical with hand winding

Dimensions: diameter 25,6 mm, height 4,3 mm

Oscillator frequency: 21 600 vibrations per hour (3Hz)

Number of stone bearings: 17

Power reserve: min. 48 hours

Display time: 3 hands

Calibre function: basic time information

Technical desc.: gilded or nickel-coated decorated movement, shock absorber Incabloc





CASES

We produce the cases in our factory in Nove Mesto nad Metuji by a method called „chip formation“ so we can customize the shape, the size or the material. We work with materials from stainless steel over gold or Damascene steel to titanium. The finishing touches of the cases are done manually, so the PRIM watch becomes a genuine jewel.



DIALS

Thanks to our experience with creating watches for over 65 years, we can manufacture the dial and its design upon our client's request. The dials can be designed with embossed signs, with printing signs or illuminated indexes.

The dials are covered by a convex sapphire crystal with antireflective coating made in Czech Republic.



STRAPS

The watch strap is essential part of the design of every watch. We offer high-quality and also genuine leather straps for the formal, art or limited collections. Upon the client's request, we can produce watch straps made of the exclusive materials, such as crocodile leather or Komodo lizard leather. Watches from Sport collection are complemented by rubber straps that are well suited for active life. We can also produce a quality straps for the client who do not fit the usual lenght of straps.



A formal living room with a large, dark wood bookshelf filled with books. The room features red curtains on the windows and a seating area with red and green armchairs. A lamp is visible on the right side of the room.

FORMAL



SKELETON

For the first time since the split of Czechoslovakia Czech luxury watchmakers have joined forces with Slovak jewellery makers to create a premium quality watch. The movement is exclusively skeletoned and decorated by hand. It may also be embellished with diamonds.

Every single watch equals at least 600 hours of manual precision work done by masters of the craft. We only produce two limited series by 10 pieces in each.







DIPLOMAT 40 C

Carry on a tradition lasting more than 50 years. PRIM Diplomat's design is based on a legendary model from the 60's. The current model has a larger case according to modern trends and meets the nowadays customer demands - the watch is water resistant with a sapphire crystal and comes with a crocodile leather strap. The watch may be personalised with engraving monograms or full name on the watch case.







SPARTAK 60 L.E.

The PRIM SPARTAK are based on the first wristwatch that came out of the factory's assembly line and started the era of Czech wristwatch serial production. The case is resized to match the needs of current market while preserving its proportions from 50's. The watch from SPARTAK 60 L.E. collection truly are a treasure for all quality watch lovers.







ADAM 40





BRUSEL 39





KUPKA 40



A blurred background image showing two people walking away from the camera on a dirt path. The person in the foreground is wearing a light-colored jacket and dark pants, while the person further ahead is wearing a blue jacket. The landscape is hazy and appears to be a rural or natural setting with hills in the distance. A fence is visible in the lower foreground.

SPORT



ORLIK

There is no other watch attractive to the PRIM collectors as much as the PRIM Orlik. It was the first Czechoslovakian wristwatch made of stainless steel and it was designed for the Czechoslovakian army scuba divers.

In 2010 we decided to bring the iconic model of PRIM watch called Orlik back to life. Our watchmakers were inspired by the design from the 60's but the movement is up to standard for the wristwatch of 21st century.





ELTON SPORT L.E.



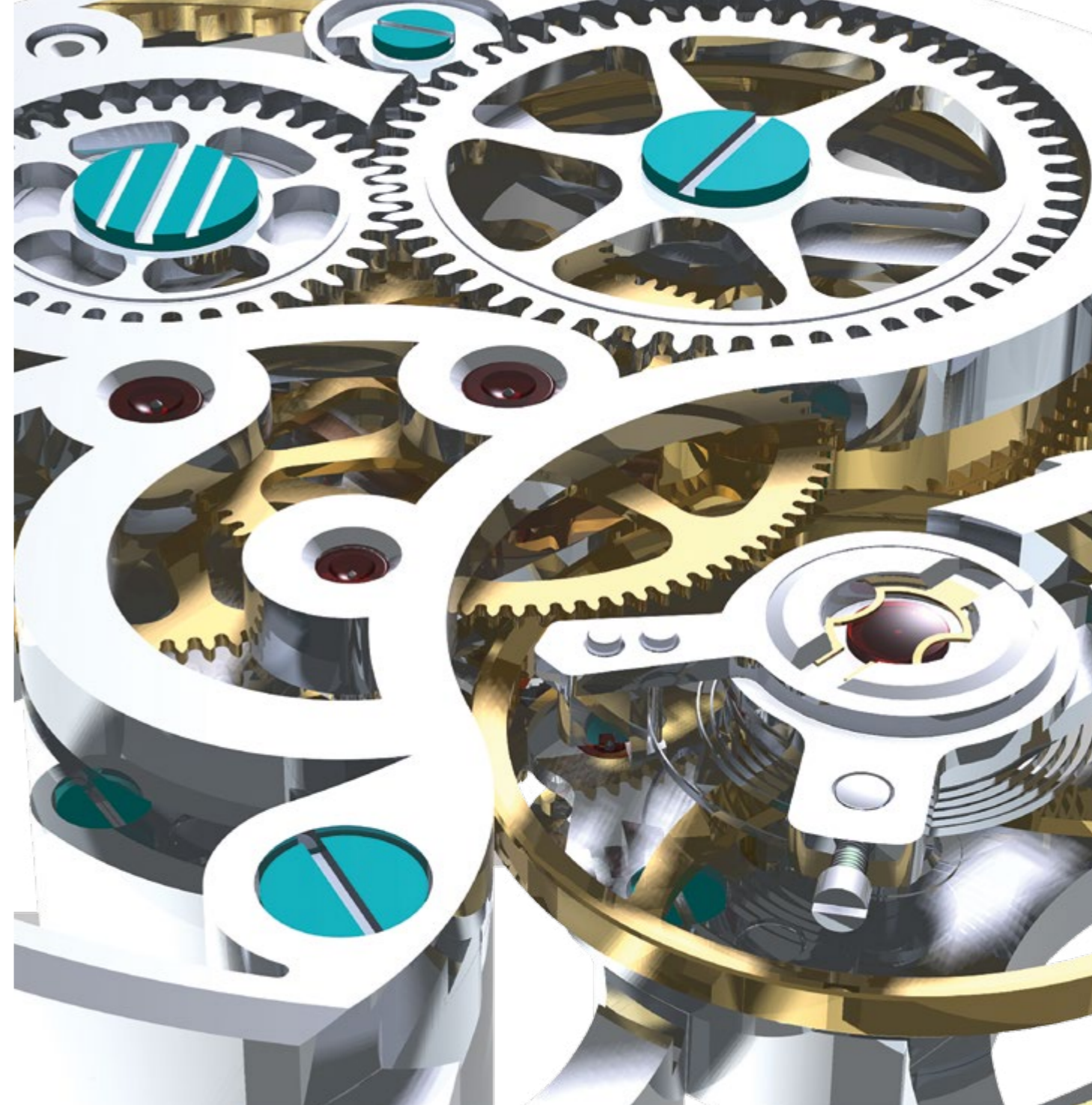


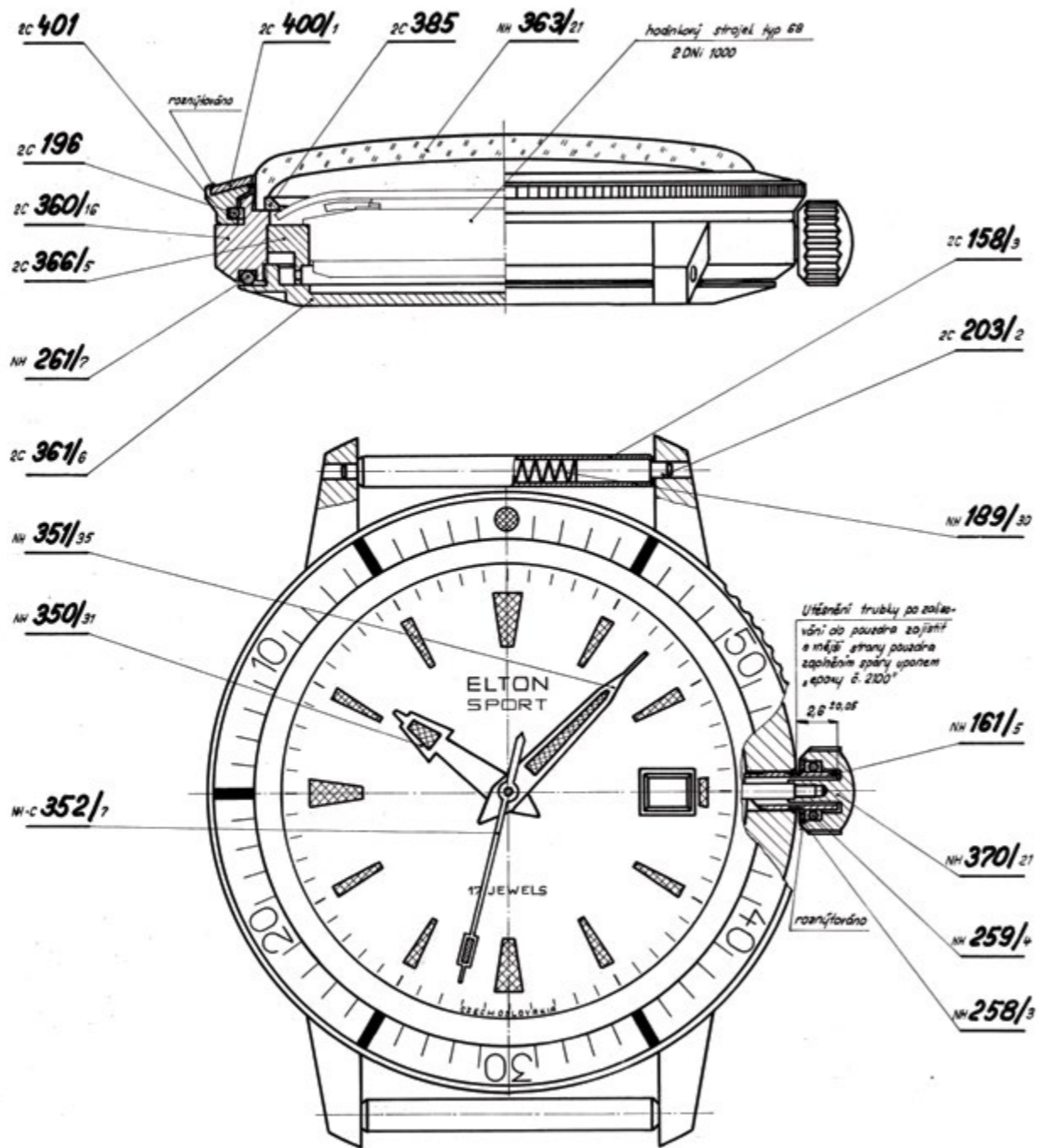
BESPOKE

BESPOKE

Regardless of the story behind obtaining the PRIM watch, along with the memories, the PRIM watch is always a unique part of its owner's life. Knowing that the PRIM watch is a personal masterpiece, we offer our clients an opportunity to participate in designing their watch.

We are the only Czech watch manufacturer who enables its clients to participate in the production process of their watch, allowing them to choose a custom dial, back cover, case material, engraving design, crown initials, and even watch hands. Alternatively, we can recommend our client a prominent Czech designer who will help them create a one-of-a-kind watch design.





We can design a private edition of the wrist watch for the special occasions. These watches are the unique gifts for the important bussiness partners, for the extraordinary employees or for the members of the family. The PRIM watch is far more than just a luxury object, our watches are part of the history.

Private or limited editions are not only popular with our collecting customers but also with those who want to produce and give something truly remarkable. We produce watches, we deliver pleasure. Joy from the fine mechanics, honorable handicraft and individual care.



CAERUS

The PRIM CAERUS wristwatch is a special model, that was designed on our client's request. The designer came up with a minimalistic case and placed the crown very atypically on a 12 hour position. The face is ready for variety of materials according to client's individual request. The exclusivity of the watch is extended by a hand-sewn strap.



The CAERUS watch demonstrates the options of our manufacturing process, shiftiness and expertise of our watchmakers, who are able to meet even the most unique and unusual needs of our clients.





C A M E R U

MADE IN ALL ST



RENOVATION

RENOVATION

The company ELTON hodinarska, a.s. has been producing watches over 65 years. Our customers know that their PRIM watch is more than just an ordinary timepiece; they might have got it for a birthday or a graduation, it may have belonged to their fathers or it is even their first wristwatch. The PRIM timepiece is an investment each owner should care about. Whatever the case, we understand the needs of our clients and that is the reason why we offer not only excellent service throughout the life of your PRIM watch but also above standard services.

To preserve the precision and assure its lasting quality, we specialize in the maintenance, repair, and restoration of the PRIM watches.



Rozdíry	: 0,25,6 + 0,3 mm
Poloh kamání	: 17
Číslo chodu	: 48 hodin
Frekvence	: 3 Hz (21 600 / hod.)
Udělení vnitřní	: Hamz KIF SATELLIT 2
Klasik	: KIVAROX 2 CSS LTD
Regulátor náboje	: dremel
Index kvality chodu	: 4 max 12 / den

90-811 66-370 90-182 90-130 90-246 90-18 66-282 92-185 66-565 66-113 90-271 50-187

As the only Czech wristwatch manufacturer, we offer a four-level servicing program that includes both inner mechanics maintenance and care of the exterior. Every level comprises several steps, so that your PRIM watch could outlast generations.

1. level: standard service

Shall you entrust us with your PRIM watch, we will disassemble the movement, replace or update worn-out components, and the movement reliability.

2. level: renovation

During that renovation program, we also focus on the appearance of the PRIM watch. We can replace the case or the glass, change the design of the dial, shape or color of the dial hands, or design a new watchstrap in variety of colours. We can bring the polish back to the old PRIM watches.

3. level: PLUS

With our renovation your PRIM timepiece could last for generations. Our PLUS program comprises standard services, refurbishing the appearance of the PRIM and also redesign of many components. We can gilt the case with 18K gold, change shape or color of dial hands, change the design of the dial, replace the old copper case for the case made of stainless steel. Our special rust-resistant finishing can enhance protection of your PRIM for years.

4. level: SOLITER

The special renovation program offers an opportunity to make your PRIM the unique masterpiece. We can redesign the case of alternative material, implement some entries into basic model construction, upgrade the run and the design of the movement or replace it with a new one.

Model	Ref. No.	Material	Price	Notes
90-113	2-4413	Stainless steel	6.880	
90-130	2-4414	Stainless steel	6.065	
66-151	2-4415	Stainless steel	—	
90-182	—	—	6.400	6.215
90-185	2-4416	Stainless steel	6.065	6.215
90-246	2-4417	Stainless steel	—	—
90-271	2-4418	Stainless steel	—	—
50-187	2-4419	Stainless steel	—	—
66-282	2-4420	Stainless steel	—	—
92-185	2-4421	Stainless steel	—	—
66-565	2-4422	Stainless steel	—	—
66-113	2-4423	Stainless steel	—	—
90-271	2-4424	Stainless steel	—	—
50-187	2-4425	Stainless steel	—	—
90-811	2-4426	Stainless steel	—	—
66-370	2-4427	Stainless steel	—	—
90-130	2-4428	Stainless steel	—	—
90-246	2-4429	Stainless steel	—	—
90-18	2-4430	Stainless steel	—	—
66-282	2-4431	Stainless steel	—	—
92-185	2-4432	Stainless steel	—	—
66-565	2-4433	Stainless steel	—	—
66-113	2-4434	Stainless steel	—	—
90-271	2-4435	Stainless steel	—	—
50-187	2-4436	Stainless steel	—	—
90-811	2-4437	Stainless steel	—	—
66-370	2-4438	Stainless steel	—	—
90-130	2-4439	Stainless steel	—	—
90-246	2-4440	Stainless steel	—	—
90-18	2-4441	Stainless steel	—	—
66-282	2-4442	Stainless steel	—	—
92-185	2-4443	Stainless steel	—	—
66-565	2-4444	Stainless steel	—	—
66-113	2-4445	Stainless steel	—	—
90-271	2-4446	Stainless steel	—	—
50-187	2-4447	Stainless steel	—	—
90-811	2-4448	Stainless steel	—	—
66-370	2-4449	Stainless steel	—	—
90-130	2-4450	Stainless steel	—	—
90-246	2-4451	Stainless steel	—	—
90-18	2-4452	Stainless steel	—	—
66-282	2-4453	Stainless steel	—	—
92-185	2-4454	Stainless steel	—	—
66-565	2-4455	Stainless steel	—	—
66-113	2-4456	Stainless steel	—	—
90-271	2-4457	Stainless steel	—	—
50-187	2-4458	Stainless steel	—	—
90-811	2-4459	Stainless steel	—	—
66-370	2-4460	Stainless steel	—	—
90-130	2-4461	Stainless steel	—	—
90-246	2-4462	Stainless steel	—	—
90-18	2-4463	Stainless steel	—	—
66-282	2-4464	Stainless steel	—	—
92-185	2-4465	Stainless steel	—	—
66-565	2-4466	Stainless steel	—	—
66-113	2-4467	Stainless steel	—	—
90-271	2-4468	Stainless steel	—	—
50-187	2-4469	Stainless steel	—	—
90-811	2-4470	Stainless steel	—	—
66-370	2-4471	Stainless steel	—	—
90-130	2-4472	Stainless steel	—	—
90-246	2-4473	Stainless steel	—	—
90-18	2-4474	Stainless steel	—	—
66-282	2-4475	Stainless steel	—	—
92-185	2-4476	Stainless steel	—	—
66-565	2-4477	Stainless steel	—	—
66-113	2-4478	Stainless steel	—	—
90-271	2-4479	Stainless steel	—	—
50-187	2-4480	Stainless steel	—	—
90-811	2-4481	Stainless steel	—	—
66-370	2-4482	Stainless steel	—	—
90-130	2-4483	Stainless steel	—	—
90-246	2-4484	Stainless steel	—	—
90-18	2-4485	Stainless steel	—	—
66-282	2-4486	Stainless steel	—	—
92-185	2-4487	Stainless steel	—	—
66-565	2-4488	Stainless steel	—	—
66-113	2-4489	Stainless steel	—	—
90-271	2-4490	Stainless steel	—	—
50-187	2-4491	Stainless steel	—	—
90-811	2-4492	Stainless steel	—	—
66-370	2-4493	Stainless steel	—	—
90-130	2-4494	Stainless steel	—	—
90-246	2-4495	Stainless steel	—	—
90-18	2-4496	Stainless steel	—	—
66-282	2-4497	Stainless steel	—	—
92-185	2-4498	Stainless steel	—	—
66-565	2-4499	Stainless steel	—	—
66-113	2-4500	Stainless steel	—	—
90-271	2-4501	Stainless steel	—	—
50-187	2-4502	Stainless steel	—	—
90-811	2-4503	Stainless steel	—	—
66-370	2-4504	Stainless steel	—	—
90-130	2-4505	Stainless steel	—	—
90-246	2-4506	Stainless steel	—	—
90-18	2-4507	Stainless steel	—	—
66-282	2-4508	Stainless steel	—	—
92-185	2-4509	Stainless steel	—	—
66-565	2-4510	Stainless steel	—	—
66-113	2-4511	Stainless steel	—	—
90-271	2-4512	Stainless steel	—	—
50-187	2-4513	Stainless steel	—	—
90-811	2-4514	Stainless steel	—	—
66-370	2-4515	Stainless steel	—	—
90-130	2-4516	Stainless steel	—	—
90-246	2-4517	Stainless steel	—	—
90-18	2-4518	Stainless steel	—	—
66-282	2-4519	Stainless steel	—	—
92-185	2-4520	Stainless steel	—	—
66-565	2-4521	Stainless steel	—	—
66-113	2-4522	Stainless steel	—	—
90-271	2-4523	Stainless steel	—	—
50-187	2-4524	Stainless steel	—	—
90-811	2-4525	Stainless steel	—	—
66-370	2-4526	Stainless steel	—	—
90-130	2-4527	Stainless steel	—	—
90-246	2-4528	Stainless steel	—	—
90-18	2-4529	Stainless steel	—	—
66-282	2-4530	Stainless steel	—	—
92-185	2-4531	Stainless steel	—	—
66-565	2-4532	Stainless steel	—	—
66-113	2-4533	Stainless steel	—	—
90-271	2-4534	Stainless steel	—	—
50-187	2-4535	Stainless steel	—	—
90-811	2-4536	Stainless steel	—	—
66-370	2-4537	Stainless steel	—	—
90-130	2-4538	Stainless steel	—	—
90-246	2-4539	Stainless steel	—	—
90-18	2-4540	Stainless steel	—	—
66-282	2-4541	Stainless steel	—	—
92-185	2-4542	Stainless steel	—	—
66-565	2-4543	Stainless steel	—	—
66-113	2-4544	Stainless steel	—	—
90-271	2-4545	Stainless steel	—	—
50-187	2-4546	Stainless steel	—	—
90-811	2-4547	Stainless steel	—	—
66-370	2-4548	Stainless steel	—	—
90-130	2-4549	Stainless steel	—	—
90-246	2-4550	Stainless steel	—	—
90-18	2-4551	Stainless steel	—	—
66-282	2-4552	Stainless steel	—	—
92-185	2-4553	Stainless steel	—	—
66-565	2-4554	Stainless steel	—	—
66-113	2-4555	Stainless steel	—	—
90-271	2-4556	Stainless steel	—	—
50-187	2-4557	Stainless steel	—	—
90-811	2-4558	Stainless steel	—	—
66-370	2-4559	Stainless steel	—	—
90-130	2-4560	Stainless steel	—	—
90-246	2-4561	Stainless steel	—	—
90-18	2-4562	Stainless steel	—	—
66-282	2-4563	Stainless steel	—	—
92-185	2-4564	Stainless steel	—	—
66-565	2-4565	Stainless steel	—	—
66-113	2-4566	Stainless steel	—	—
90-271	2-4567	Stainless steel	—	—
50-187	2-4568	Stainless steel	—	—
90-811	2-4569	Stainless steel	—	—
66-370	2-4570	Stainless steel	—	—
90-130	2-4571	Stainless steel	—	—
90-246	2-4572	Stainless steel	—	—
90-18	2-4573	Stainless steel	—	—
66-282	2-4574	Stainless steel	—	—
92-185	2-4575	Stainless steel	—	—
66-565	2-4576	Stainless steel	—	—
66-113	2-4577	Stainless steel	—	—
90-271	2-4578	Stainless steel	—	—
50-187	2-4579	Stainless steel	—	—
90-811	2-4580	Stainless steel	—	—
66-370	2-4581	Stainless steel	—	—
90-130	2-4582	Stainless steel	—	—
90-246	2-4583	Stainless steel	—	—
90-18	2-4584	Stainless steel	—	—
66-282	2-4585	Stainless steel	—	—
92-185	2-4586	Stainless steel	—	—
66-565	2-4587	Stainless steel	—	—
66-113	2-4588	Stainless steel	—	—
90-271	2-4589	Stainless steel	—	—
50-187	2-4590	Stainless steel	—	—
90-811	2-4591	Stainless steel	—	—
66-370	2-4592	Stainless steel	—	—
90-130	2-4593	Stainless steel	—	—
90-246	2-4594	Stainless steel	—	—
90-18	2-4595	Stainless steel	—	—
66-282	2-4596	Stainless steel	—	—
92-185	2-4597	Stainless steel	—	—
66-565	2-4598	Stainless steel	—	—
66-113	2-4599	Stainless steel	—	—
90-271	2-4600	Stainless steel	—	—
50-187	2-4601	Stainless steel	—	—
90-811	2-4602	Stainless steel	—	—
66-370	2-4603	Stainless steel	—	—
90-130	2-4604	Stainless steel	—	—
90-246	2-4605	Stainless steel	—	—
90-18	2-4606	Stainless steel	—	—
66-282	2-4607	Stainless steel	—	—
92-185	2-4608	Stainless steel	—	—
66-565	2-4609	Stainless steel	—	—
66-113	2-4610	Stainless steel	—	—
90-271	2-4611	Stainless steel	—	—
50-187	2-4612	Stainless steel	—	—
90-811	2-4613	Stainless steel	—	—
66-370	2-4614	Stainless steel	—	—
90-130	2-4615	Stainless steel	—	—
90-246	2-4616	Stainless steel	—	—
90-18	2-4617	Stainless steel	—	—
66-282	2-4618	Stainless steel	—	—
92-185	2-4619	Stainless steel	—	—
66-565	2-4620	Stainless steel	—	—
66-113	2-4621	Stainless steel	—	—
90-271	2-4622	Stainless steel	—	—
50-187	2-4623	Stainless steel	—	—
90-811	2-4624	Stainless steel	—	—
66-370	2-4625	Stainless steel	—	—
90-130	2-4626	Stainless steel	—	—
90-246	2-4627	Stainless steel	—	—
90-18	2-4628	Stainless steel	—	—
66-282	2-4629	Stainless steel	—	—
92-185	2-4630	Stainless steel	—	—
66-565	2-4631	Stainless steel	—	—
66-113	2-4632	Stainless steel	—	—
90-271	2-4633	Stainless steel	—	—
50-187	2-4634	Stainless steel	—	—
90-811	2-4635	Stainless steel	—	—
66-370	2-4636	Stainless steel	—	—
90-130	2-4637	Stainless steel	—	—
90-246	2-4638	Stainless steel	—	—
90-18	2-4639	Stainless steel	—	—
66-282	2-4640	Stainless steel	—	—
92-185	2-4641	Stainless steel	—	—
66-565	2-4642	Stainless steel	—	—
66-113	2-4643	Stainless steel	—	—
90-271	2-4644	Stainless steel	—	—
50-187	2-4645	Stainless steel	—	—
90-811	2-4646	Stainless steel	—	—
66-370	2-4647	Stainless steel	—	—
90-130	2-4648	Stainless steel	—	—
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