

MANUFACTURE
* PRIM *
1949

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INTRODUCTION

We have been manufacturing PRIM wristwatches in Nove Mesto nad Metuji for more than 65 now. They are a symbol of quality and proof of the craftsmanship of Czech watchmakers.

Almost one thousand operations are performed in the ELTON hodinarska factory before more than 130 individual components are transformed into a wristwatch with a mechanical movement.

We manufacture 99% of these components in-house.

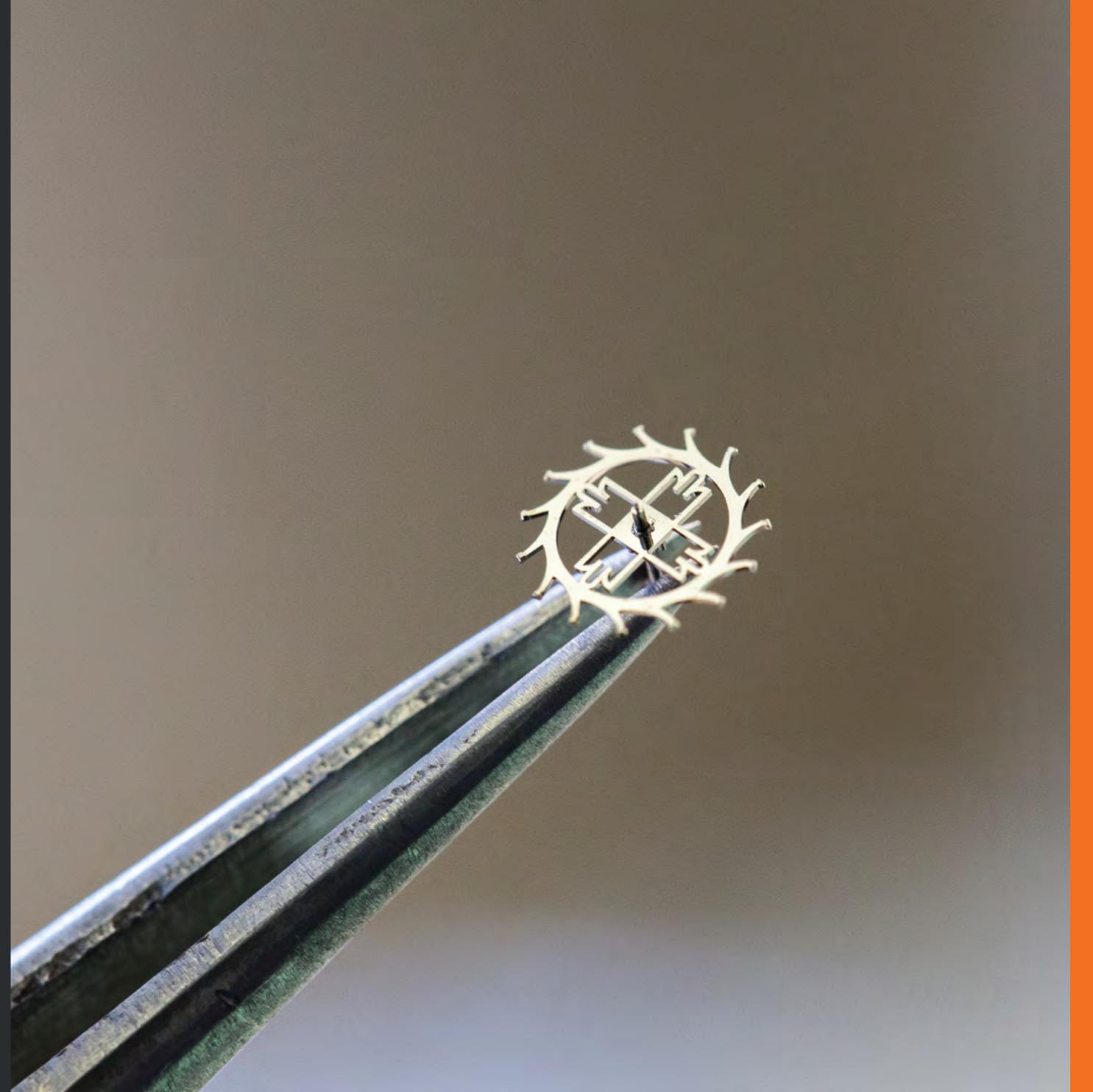
Manufacturing of a complete mechanical wristwatch under one roof – that is something which less than ten factories in the whole world are able to do.

Thanks to this unique ability, we can offer our customers almost unlimited possibilities in terms of meeting their specific requirements and desires.

Please accept our invitation to a world of precise mechanics, precision construction and timeless design.

MILESTONES IN OUR HISTORY

- 1946 The Chronotechna enterprise was established in Liberec.
 - 1949 A branch of Chronotechna was opened in Nove Mesto nad Metuji specialising in manufacturing of wristwatches.
 - 1954 The first Czechoslovak wristwatch called Spartak was manufactured.
 - 1957 Commencement of mass production of PRIM wristwatches.
 - 1958 Customers were first able to purchase PRIM wristwatches.
 - 1965 One of the most popular models of wristwatch called Orlik was made.
-





1967 PRIM wristwatches were first promoted with the aid of advertising.

1969 The wristwatch manufacturing plant in Nove Mesto nad Metuji was renamed ELTON.

1982 Commencement of manufacturing of battery powered PRIM Quartz wristwatches.

1993 Privatisation of the ELTON plant.

2009 Complete manufacturing of in-house mechanical movements was resumed in Nove Mesto nad Metuji.

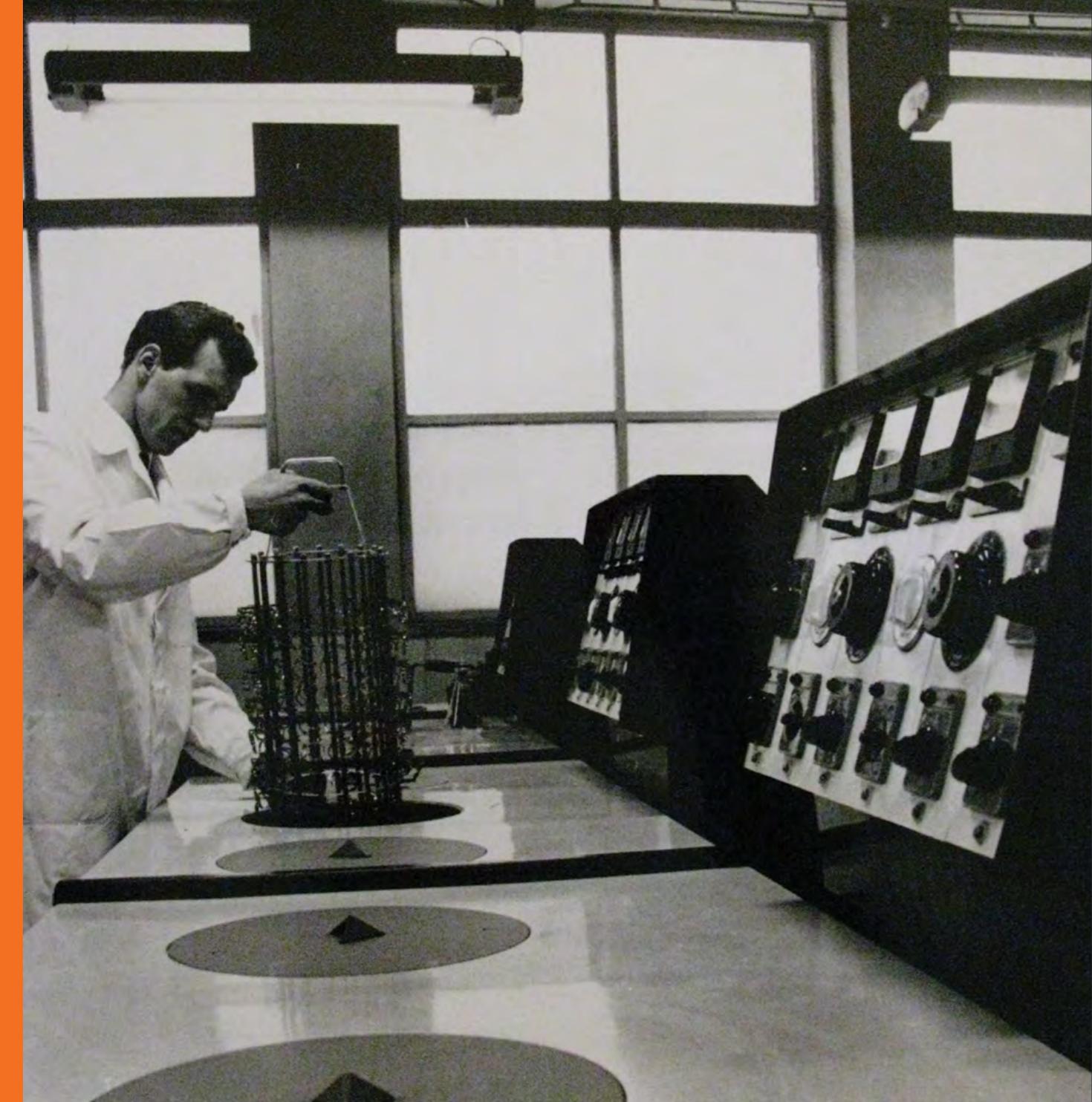


MANUFACTURE

THE STORY OF THE FIRST PRIM WRISTWATCH

The history of the famous PRIM brand wristwatch, which has been indelibly written into the lives of millions of people, started to play out in 1949, when the opening ceremony was held for a branch of the Liberec-based enterprise Chronotechna. The factory very soon started to specialise in manufacturing of wristwatches, a thing which was rare at that time – only 8 countries in the world could boast mass production of wristwatches. Thanks to PRIM wristwatches, Czechoslovakia numbered amongst them.



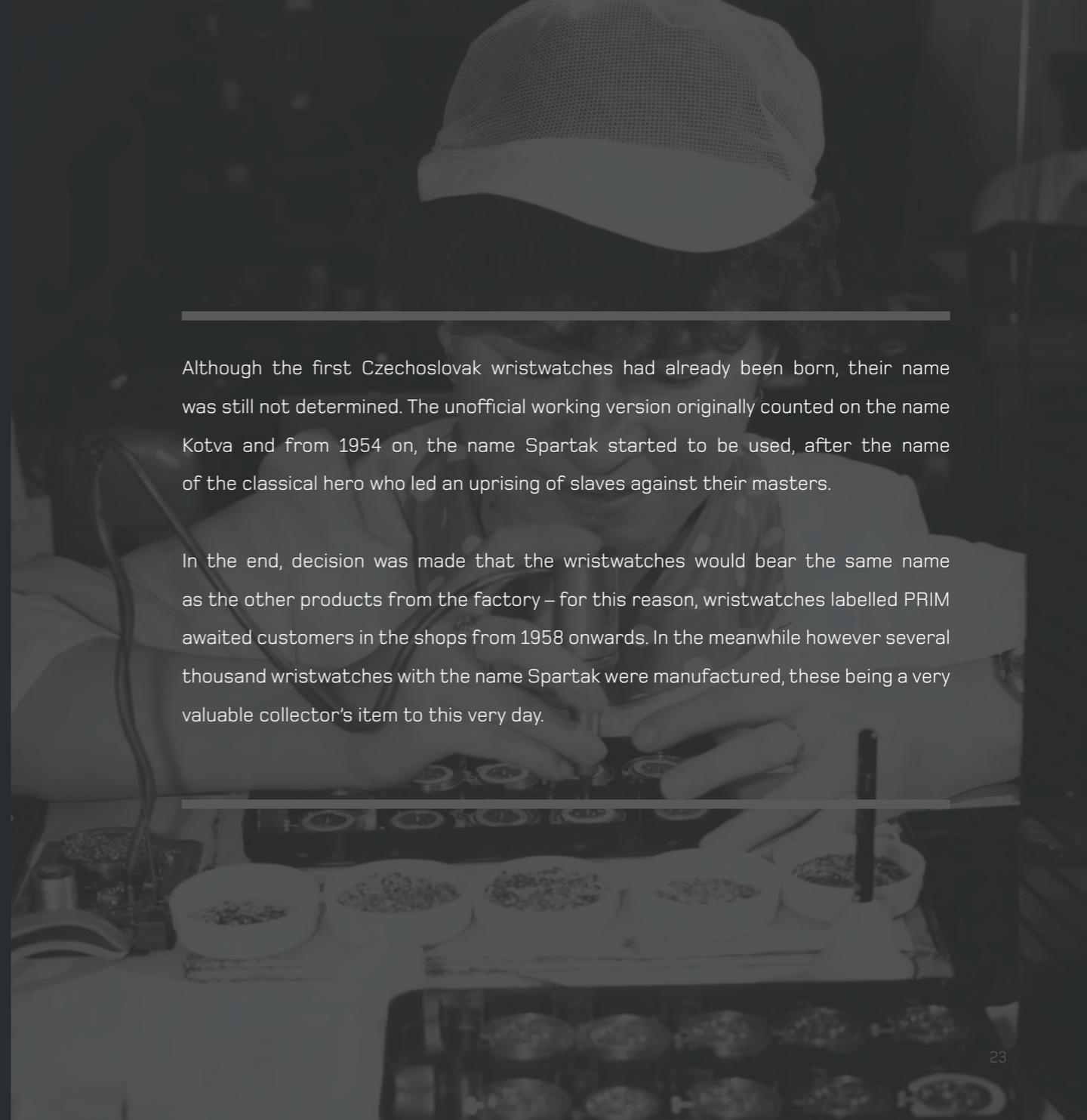


Apart from development of a new design of wristwatch, the experts from Nove Mesto nad Metuji also concentrated on development of special mechanical movements called the PRIM calibre 50, which was based on an older model by the French LIP. The unique nature of this calibre consisted in its suitability for mass production. All of the manufacturing machinery also had to be adapted for this purpose. For the first time in history, Czechoslovakia ceased to be dependent on import of wristwatches from abroad.

The first PRIM wristwatch design saw the light of day in 1952 and was constantly developed until 1956, when a run of the first Czechoslovak wristwatches was created. The experts devoted their time over the next two years to testing – every component had to manage problem-free operation for at least 15 years, the wristwatches had to be precise, reliable and durable.

Just as our customers can nowadays actively influence manufacturing of their PRIM wristwatches, the public also had a hand in their birth at the time of their creation. Regular employees from various fields joined in with non-professional testing – their task was to wear the wristwatches nonstop for a year and to note anything which could lead to improvement of their functioning and appearance.

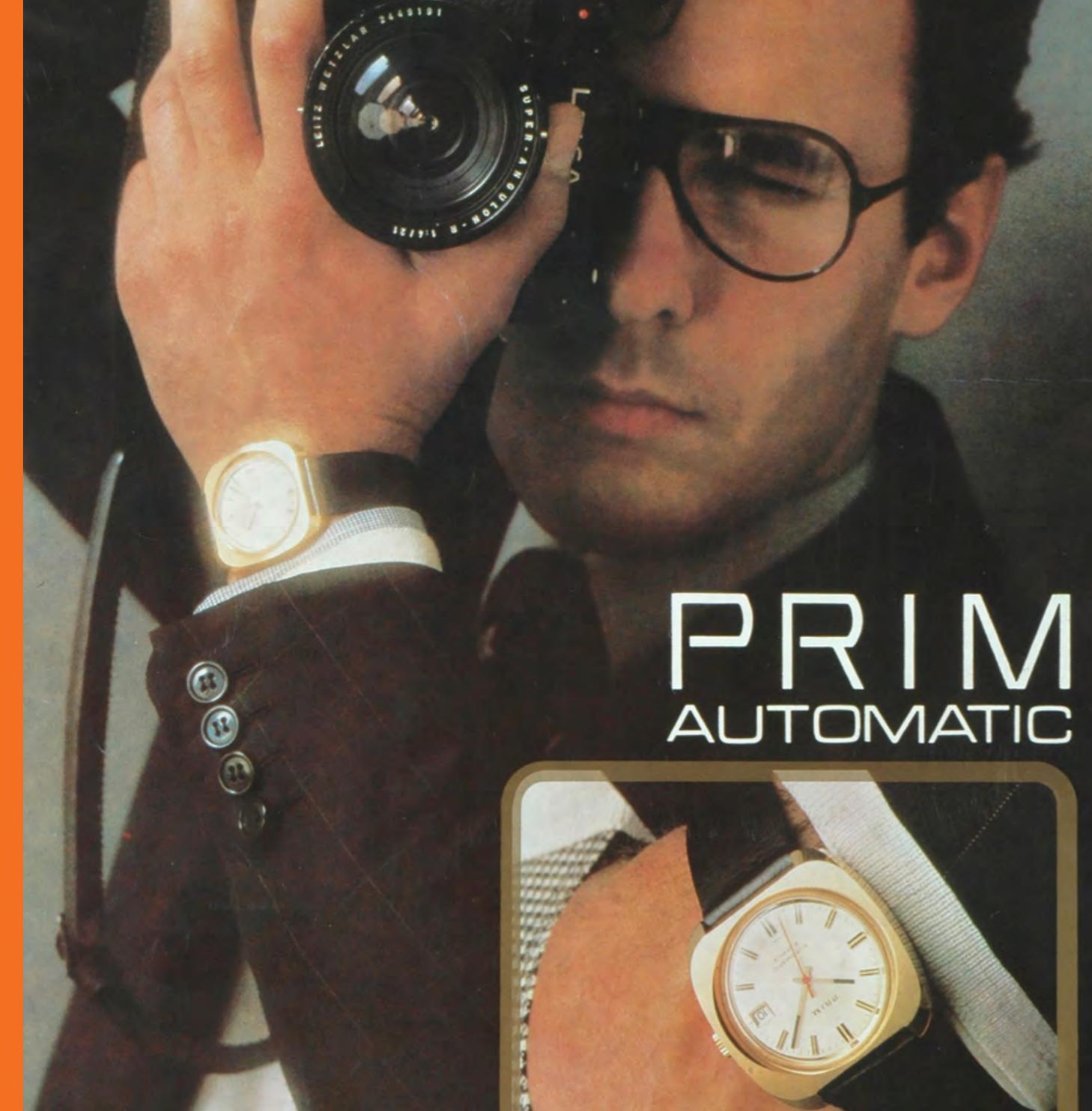
PRIM wristwatches were unique from the very start. Proof of this is the fact that several politicians and leading representatives of Czechoslovakia received them as exclusive gifts. One of the most important owners of a PRIM wristwatch was the President of the Republic Antonín Zápotocký, who received a gold wristwatch with serial number 4 on the day of his 72nd birthday.



Although the first Czechoslovak wristwatches had already been born, their name was still not determined. The unofficial working version originally counted on the name Kotva and from 1954 on, the name Spartak started to be used, after the name of the classical hero who led an uprising of slaves against their masters.

In the end, decision was made that the wristwatches would bear the same name as the other products from the factory – for this reason, wristwatches labelled PRIM awaited customers in the shops from 1958 onwards. In the meanwhile however several thousand wristwatches with the name Spartak were manufactured, these being a very valuable collector's item to this very day.





PRIM
AUTOMATIC



PRIM



TESTING OF WRISTWATCHES

PRIM wristwatches are often passed down from generation to generation. In order for us to be able to ensure the problem-free operation of our wristwatches for a period lasting even several decades, we subject them to thorough testing. We test every mechanical movement which is manufactured in full operation for at least a week, followed by testing of the whole wristwatch for a further two weeks. Apart from water resistance, we also test the power reserve of the wristwatch, i.e. the length of operation on one wind and of course also the precision of the wristwatch. Before being released onto the market, every new model is tested during regular wear for a period of several weeks to months.

PRIM wristwatches also underwent demanding and sometimes unusual testing over their prolific past. The PRIM Orlik model had to stand up to extremely low and high temperatures, for example being boiled for about 20 minutes at a temperature of 100°C. Impact testing took place by the wristwatch being repeatedly dropped onto a concrete floor from a height of 2.5 metres and the Orlik of course made several dozens of parachute jumps with its owner.





TECHNOLOGY



PETR ANDRŠ

Petr Andrš, the man who is responsible for design and construction of new models and also optimisation of existing ones in ELTON hodinarska, a. s. has spent what is basically the whole of his career in the manufacturing plant in Nove Mesto nad Metuji. He started in ELTON as an apprentice at the age of 15 when he signed his first contract with the enterprise. He started to work in the factory in 1991 and began to engage in the field of wristwatch construction in March 1993.

Since that time he has participated in the construction and design of almost all of the iconic models of PRIM brand wristwatches. He is most proud of his work on the wristwatch models PRIM Orlik, DIPLOMAT and TIGER which was specially created for fighter pilots.

MOVEMENTS

The movement is the heart of every wristwatch – it determines not only how long the wristwatch will work, but also its quality of operation. We manufacture all of our movements with great emphasis on each of the more than 130 components being carefully fitted in place. This is why we are certain that PRIM wristwatches will last for several generations.

We currently produce 6 types of wristwatch movements which we manufacture and assemble in our factory in Nove Mesto nad Metuji. The most frequently used types include those which were manufactured 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 manufacture all of the cases on site in our factory in Nove Mesto nad Metuji using a metal cutting method which allows us to adapt the shape, the size or the material to meet customer requirements during manufacturing. We are able to work with various materials ranging from stainless steel, precious metals and Damascus steel, right through to titanium.

We in principal only add the finishing touches to the case by hand and in doing so ensure that each and every PRIM wristwatch becomes a true jewel on our customer's arm.



DIALS

We are able to manufacture various types and colours of dial. We produce dials with relief indexes, printed dials, smooth dials or dials in combination with indexes covered in luminescent paint. To cover the dial, we use sapphire glass with an anti-glare coating made in the Czech Republic.

Thanks to our many years of experience with development and manufacturing of wristwatches, we can also offer our clients the unique possibility of participating in graphic design of the dial.

STRAPS

The strap complements the overall appearance of the wristwatch and is an integral part of every design draft. We offer our customers high quality leather straps which adorn wristwatches from our formal, sports and art collections. Subject to customer request, we are able to manufacture straps from crocodile or other luxury leathers.

Selected wristwatches from the sports collection include straps from natural rubber and textile straps which are better suited to the active lifestyle of some of our clients. We also offer the possibility of designing a strap for customers who find the regular width and length of the straps unsuitable.







SKELETON

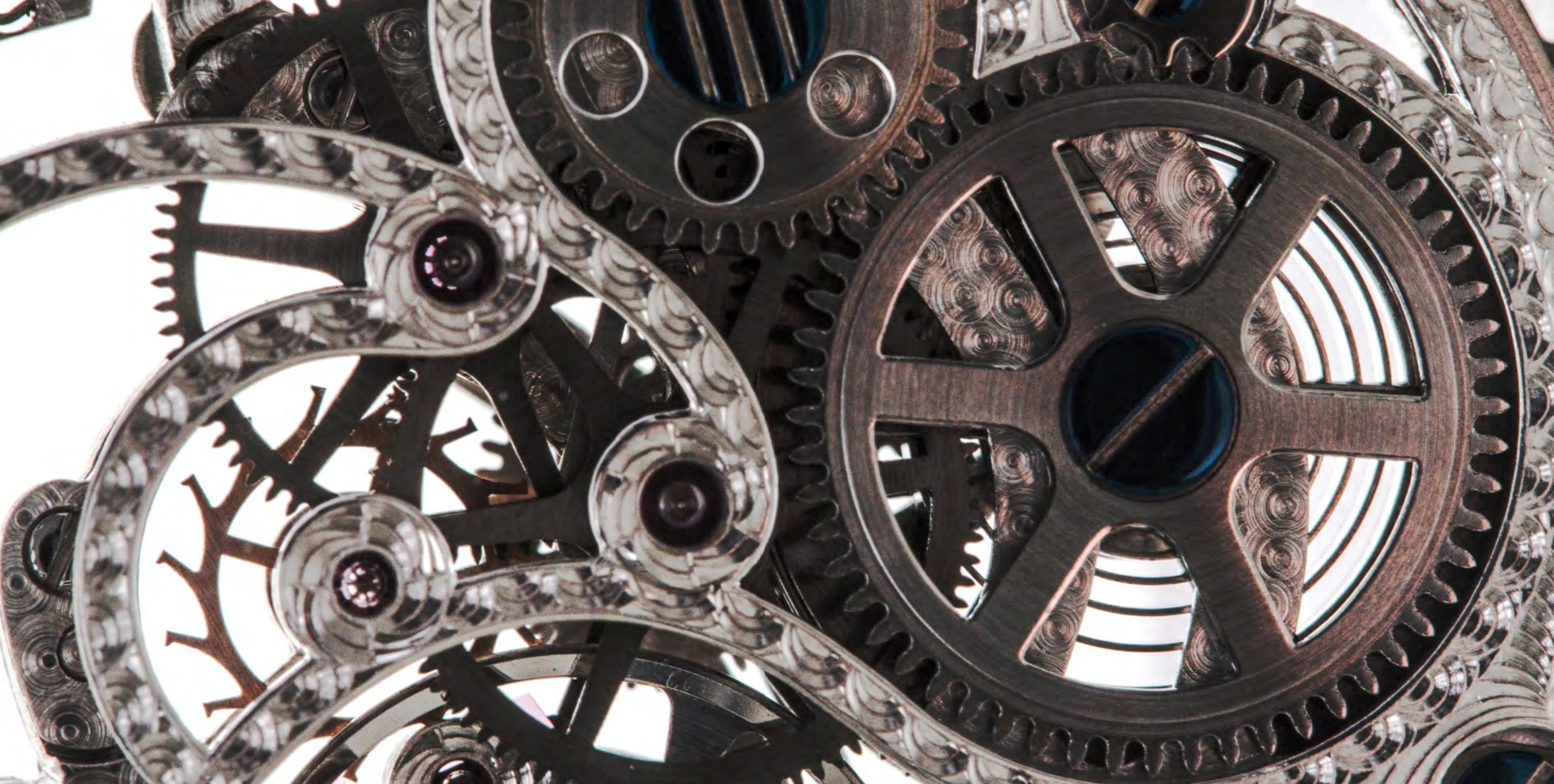
Czech watchmakers have joined forces with Slovak jewellery designers for the first time since the dissolution of Czechoslovakia and created a unique work in the form of the luxury PRIM SKELETON wristwatch. The movement, which can be set with diamonds, is skeletonised and decorated by hand.

Every wristwatch is the result of at least 600 hours of focused work. We will be producing only two series each with 10 wristwatches.



93-004-326-00-1
Ø CASE: 40 MM
PRIM CALIBRE 93





SPECIFICATION

Register number:	Movement:	∅ case:	Length:	Leg's distance:	Case material:	Surface finish:	Watch crown:
93-003-326-33-1	PRIM calibre 93	40 mm	48.7 mm	48.7 mm	AU 18K	polished	AU 18K
93-004-326-00-1	PRIM calibre 93	40 mm	48.7 mm	48.7 mm	stainless steel 316L	polished	stainless steel 316L

Type of glass:	Dial:	Back case:	Strap:	Water resistance:
sapphire convex	skeletal with diamonds	view-through, fixed by screws	alligator leather strap	3 ATM
sapphire convex	decorated skeletal	view-through, fixed by screws	alligator leather strap	3 ATM

A formal living room with a large, dark wood bookshelf filled with books. The room features several armchairs in red and green, arranged around small round tables. A window with red curtains is visible on the right, and a lamp with a green shade is on the right side. The overall atmosphere is warm and sophisticated.

FORMAL



RADKO KYNCL

A curator of the Mechanical Engineering and Watch collections in the National Technical Museum Prague. An author of many professional publications and articles about history of energetic engineering and watchmaking. He also publishes in France and Germany. He worked on the watch collections in many historical sights and premises, also took part on The Exposition of time in Šternberk and he is the author of current exposition „The Measurement of time“ in the National Technical Museum.

WHAT HE SAYS ABOUT PRIM WRISTWATCHES „There were built many production plants during 19th and 20th century in the Czech country. Most of them were ranked among European and even World leading edge. A lot of industrial branches, unfortunately, came to an end during the turbulent economic changes at the end of the 20th century. But the Czech watch manufacturing tradition we carry on to this day, and I am glad about that, as the watchmaking is my domain. I am very proud that, thanks to great enthusiasm and efforts, the exacting and undoubtedly exclusive production of manufacturing the mechanical wristwatch is kept in Nove Mesto nad Metuji and the valuable PRIM watch brand tradition is preserved.



THE STORY OF DIPLOMAT

From the beginning, the factory manufactured wristwatches in a uniform quality. Over time however, demand emerged for wristwatches of a higher quality which the plant was at that time already able to offer. Development was thus commenced in 1965 of a model which was supposed to become a representative product showcasing the Czechoslovak watchmaking industry. Work in this new wristwatch went very quickly and the first designs already showed that the task would be successfully performed. It was even decided that this model would be presented among the Czechoslovak exhibits at the World Fair in 1967.

The original working name of the wristwatch was “PRIM Repre” although this left people unimpressed so it was necessary to think up a new name. For this reason, the management of the factory in Nove Mesto nad Metuji decided to take an approach which was certainly innovative for its time. A public competition was announced on Czechoslovak Television to find a new name. The name PRIM DIPLOMAT was then chosen from all of the entries submitted, a name under which manufacturing of the wristwatch was commenced in 1966.



DIPLOMAT

Carry on a tradition which has already lasted for more than 50 years. The PRIM DIPLOMAT is based on the design of the legendary model from the 60s.

The current model has a larger case in line with the current trends and also meets the requirements of today's demanding customers – the wristwatch is water resistant, has sapphire glass and is complemented by a crocodile skin strap.





98-034-395-00-1
Ø CASE: 39.7 MM
PRIM CALIBRE 98.00

FORMAL DIPLOMAT



98-050-395-00-1
Ø CASE: 39.7 MM
PRIM CALIBRE 98.00

FORMAL DIPLOMAT 71



72 **FORMAL** DIPLOMAT

94-019-313-00-1
Ø CASE: 34 MM
PRIM CALIBRE 94.00



94-024-313-00-1
Ø CASE: 34 MM
PRIM CALIBRE 94.00

FORMAL DIPLOMAT 73

SPECIFICATION

Register number:	Movement:	Ø case:	Length:	Leg's distance:	Case material:	Surface finish:	Watch crown:
98-034-395-00-1	PRIM calibre 98.00	39.7 mm	49.1 mm	20 mm	stainless steel 316L	polished	stainless steel 316L
98-050-395-00-1	PRIM calibre 98.00	39.7 mm	49.1 mm	20 mm	stainless steel 316L	polished	stainless steel 316L
94-019-313-00-1	PRIM calibre 94.00	34 mm	41.5 mm	18 mm	stainless steel 316L	polished	stainless steel 316L
94-024-313-00-1	PRIM calibre 94.00	34 mm	41.5 mm	18 mm	stainless steel 316L	polished	stainless steel 316L
98-131-395-80-1	PRIM calibre 98.00	39.7 mm	49.1 mm	20 mm	stainless steel 316L, AU 18 car. lunette	polished	AU 18 car.
98-202-395-00-1	PRIM calibre 98.00	39.7 mm	49.1 mm	20 mm	stainless steel 316L	polished	stainless steel 316L
98-056-395-32-1	PRIM calibre 98.00	39.7 mm	49.1 mm	20 mm	AU 18 car.	polished	AU 18 car.

Type of glass:	Dial:	Back case:	Strap:	Water resistance:
sapphire cylindrical	black, embossed signs	view-through, fixed by screws	alligator leather strap	5 ATM
sapphire cylindrical	silver, embossed signs	view-through, fixed by screws	alligator leather strap	5 ATM
sapphire cylindrical	black, embossed signs	view-through , threaded	crocodile leather strap	5 ATM
sapphire cylindrical	silver, embossed signs	view-through , threaded	crocodile leather strap	5 ATM
sapphire cylindrical	silver, embossed signs	view-through, fixed by screws	alligator leather strap	5 ATM
sapphire cylindrical	blue, embossed signs	view-through, fixed by screws	alligator leather strap	5 ATM
sapphire cylindrical	silver, embossed signs	view-through ,fixed by screws	alligator leather strap	3 ATM



PAVOUK

The retrospectively themed design is inspired by a wristwatch which thanks to its characteristic look has been nicknamed PAVOUK since its creation in the 1960s. The case is characterised by legs angled in two directions, these are reminiscent of the spread legs of a spider.

The attractive dial with complicated graphic relief and distinctive gold-plated indexes, complemented by classic cylindrical glass.



98-023-340-00-1
Ø CASE: 40 MM
PRIM CALIBRE 98.00



98-022-340-00-1
Ø CASE: 40 MM
PRIM CALIBRE 98.00

SPECIFICATION

Register number:	Movement:	∅ case:	Length:	Leg's distance:	Case material:	Surface finish:	Watch crown:
98-023-340-00-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	stainless steel 316L	polished	stainless steel 316L
98-022-340-00-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	stainless steel 316L	polished	stainless steel 316L
93-029-360-00-1	PRIM calibre 93	34 mm	41.5 mm	18 mm	stainless steel 316L	polished	stainless steel 316L
93-030-360-00-1	PRIM calibre 93	34 mm	41.5 mm	18 mm	stainless steel 316L	polished	stainless steel 316L
98-090-340-80-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	stainless steel 316L, AU 18 car. lunette	polished	AU 18 car.
98-121-340-32-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	AU 18 car.	polished	AU 18 car.

Type of glass:	Dial:	Back case:	Strap:	Water resistance:
sapphire cylindrical	black-anthracite, embossed signs	view-through, fixed by screws	varanus leather strap	5 ATM
sapphire cylindrical	silver, embossed signs	view-through, fixed by screws	varanus leather strap	5 ATM
sapphire cylindrical	black-anthracite, embossed signs	view-through, threaded	varanus leather strap	5 ATM
sapphire cylindrical	silver, embossed signs	view-through, threaded	varanus leather strap	5 ATM
sapphire cylindrical	silver, embossed signs	view-through, fixed by screws	varanus leather strap	5 ATM
sapphire cylindrical	silver, embossed signs	view-through, fixed by screws	varanus leather strap	3 ATM



BRUSEL

The PRIM BRUSEL model is loosely inspired by the PRIM wristwatches dating back to 1964. The design of the wristwatch reflects the trends of the emerging industrial design in the Czechoslovakia of the time, a period known as “Brussels Style”.

The simple and classic shape of the case is enhanced by a chamfered edge which runs around the whole circumference of the wristwatch.





93-001-469-00-1
Ø CASE: 42 MM
PRIM CALIBRE 93



93-010-479-00-1
Ø CASE: 42 MM
PRIM CALIBRE 93

93-010-479-00-1
Ø CASE: 39 MM
PRIM CALIBRE 93



SPECIFICATION

Register number:	Movement:	Ø case:	Length:	Leg's distance:	Case material:	Surface finish:	Watch crown:
93-001-469-00-1	PRIM calibre 93	42 mm	52.9 mm	22 mm	stainless steel 316L	polished	stainless steel 316L
93-002-469-00-1	PRIM calibre 93	42 mm	52.9 mm	22 mm	stainless steel 316L	polished	stainless steel 316L
93-010-479-00-1	PRIM calibre 93	39 mm	49.3 mm	20 mm	stainless steel 316L	polished	stainless steel 316L
93-011-479-00-1	PRIM calibre 93	42 mm	52.9 mm	22 mm	stainless steel 316L	polished	stainless steel 316L

Type of glass:	Dial:	Back case:	Strap:	Water resistance:
sapphire cylindrical	silver, embossed signs	view-through ,fixed by screws	crocodile leather strap	5 ATM
sapphire cylindrical	silver, black print	view-through ,fixed by screws	crocodile leather strap	5 ATM
sapphire cylindrical	silver, engraved signs	view-through ,fixed by screws	crocodile leather strap	5 ATM
sapphire cylindrical	silver, engraved signs	view-through ,fixed by screws	crocodile leather strap	5 ATM



ELEGANT

The PRIM ELEGANT model range was created to mark the occasion of the 60th anniversary of establishment of the ELTON watchmaking factory in Nove Mesto nad Metuji. The design of the wristwatch is based on the classic PRIM models from the 1960s, although it has been revitalised by some imaginative details. More decorative characters typical for formal watches blend on the dial with the simplicity and clarity of sports watches. The unusual location of the date window is also interesting.



92 FORMAL ELEGANT

98-001-416-00-1
Ø CASE: 38.4 MM
PRIM CALIBRE 98.00



93-001-469-00-1
Ø CASE: 42 MM
PRIM CALIBRE 93

ELEGANT FORMAL 93



98-002-416-00-1
Ø CASE: 38.4 MM
PRIM CALIBRE 98.00

SPECIFICATION

Register number:	Movement:	∅ case:	Length:	Leg's distance:	Case material:	Surface finish:
98-001-416-00-1	PRIM calibre 98.00	38.4 mm	45.6 mm	20 mm	stainless steel 316L	polished
98-002-416-00-1	PRIM calibre 98.00	38.4 mm	45.6 mm	20 mm	stainless steel 316L	polished
98-120-416-32-1	PRIM calibre 98.00	38.4 mm	45.6 mm	20 mm	AU 18 car.	polished

Watch crown:	Type of glass:	Dial:	Back case:	Strap:	Water resistance:
stainless steel 316L	sapphire cylindrical	silver, embossed signs	view-through, threaded	calf leather strap	5 ATM
stainless steel 316L	sapphire cylindrical	black, embossed signs	view-through, threaded	calf leather strap	5 ATM
AU 18 car.	sapphire cylindrical	silver, embossed signs	view-through, threaded	calf leather strap	3 ATM



SPARTAK

The PRIM SPARTAK is derived from the first wristwatch to ever leave the production line in the plant in Nove Mesto nad Metuji and one which at the same time started off the era of mass production of wristwatches in Bohemia. The size of the case has been adapted to meet the requirements of today's market whilst preserving the typical proportions from the middle of the 1950s. Wristwatches from the SPARTAK 60 L.E. collection are a real treasure for all fans of high quality wristwatches.





100 FORMAL SPARTAK

98-087-286-00-1
Ø CASE: 40 MM
PRIM CALIBRE 98.00



98-187-286-80-1
Ø CASE: 40 MM
PRIM CALIBRE 98.00

SPARTAK FORMAL 101

SPECIFICATION

Register number:	Movement:	∅ case:	Length:	Leg's distance:	Case material:	Surface finish:	Watch crown:	Type of glass:	Dial:	Back case:	Strap:	Water resistance:
98-088-286-00-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	stainless steel 316L	polished and grounded	stainless steel 316L	sapphire convex	silver, embossed signs	view-through, threaded	calf leather strap	5 ATM
98-087-286-00-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	stainless steel 316L	polished and grounded	stainless steel 316L	sapphire convex	black, embossed signs	view-through, threaded	calf leather strap	5 ATM
98-105-398-00-1	PRIM calibre 98.01	43 mm	54 mm	22 mm	stainless steel 316L	polished and grounded	stainless steel 316L	sapphire convex	silver, embossed signs	view-through, fixed by screws	alligator leather strap	5 ATM
98-107-398-00-1	PRIM calibre 98.01	43 mm	54 mm	22 mm	stainless steel 316L	polished and grounded	stainless steel 316L	sapphire convex	black, embossed signs	view-through, fixed by screws	alligator leather strap	5 ATM



HIROSHIMA

The limited edition PRIM HIROSHIMA was created for Japan. This model pays tribute to the Czech architect Jan Letzel who is well respected in Japan to this very day. Letzel is the creator of the A-Bomb Dome, a building the remains of which are nowadays a reminder of the destructiveness of war and also a symbol of the desire for peace.

The fine and elegant case is decorated on the back case glass with unique laser engraving. The wristwatch is fitted with a mechanical movement with manual winding which is very popular in Japan, a country oversaturated with modern technology.



93-014-416-00-1
Ø CASE: 38.4 MM
PRIM CALIBRE 93



93-014-416-00-1
Ø CASE: 38.4 MM
PRIM CALIBRE 93



LINEA

A classic formal watch with a timeless design. The LINEA 36 model with a smaller case diameter is popular among ladies who like to wear accessories in a simple male style.

The LINEA model range has an uncluttered case design which allows for interesting experiments with the appearance of the dial and also choice of unusual materials. LINEA is the most popular base model for personalisation, modification and our customers' own designs.



98-041-326-00-1
Ø CASE: 40 MM
PRIM CALIBRE 98.00

Several special wristwatch models are based on the LINEA range. The popular KUPKA model has an unusual look on its dial, paying homage to the world-famous Czech painter František Kupka.

The SAINT WENCESLAS wristwatch is dedicated to the most famous Patron Saint of the Czech Lands Saint Wenceslas.

The interesting ADAM model is livened up by an unusual design feature – an inspection hole into the “heart” of the wristwatch, i.e. the date mechanism of the movement.





98-043-326-00-1
Ø CASE: 40 MM
PRIM CALIBRE 98.00



98-094-326-00-1
Ø CASE: 36 MM
PRIM CALIBRE 98.00



MANUFACTURE
PRIM
1848

SANCTUS VENCESLAUS
Dux Bohemiae
+ DEI GRATIA

98-052-326-00-1
Ø CASE: 40 MM
PRIM CALIBRE 98.00



98-038-427-00-1
Ø CASE: 36 MM
PRIM CALIBRE 98.00



98-130-326-00-1
Ø CASE: 40 MM
PRIM CALIBRE 98.00



98-132-326-00-1
Ø CASE: 40 MM
PRIM CALIBRE 98.00

SPECIFICATION

	Register number:	Movement:	∅ case:	Length:	Leg's distance:	Case material:	Surface finish:	Watch crown:	Type of glass:	Dial:	Back case:	Strap:	Water resistance:
Linea	98-043-326-00-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	stainless steel 316L	polished	stainless steel 316L	sapphire convex	silver, black print	view-through, threaded	calf leather strap	5 ATM
	98-041-326-00-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	stainless steel 316L	polished	stainless steel 316L	sapphire convex	black, white print	view-through, threaded	calf leather strap	5 ATM
	98-029-427-00-1	PRIM calibre 98.00	36 mm	43.5 mm	18 mm	stainless steel 316L	polished	stainless steel 316L	sapphire convex	silver, black print	view-through, threaded	calf leather strap	5 ATM
Kupka	98-030-427-00-1	PRIM calibre 98.00	36 mm	43.5 mm	18 mm	stainless steel 316L	polished	stainless steel 316L	sapphire convex	black, white print	view-through, threaded	calf leather strap	5 ATM
	98-094-326-00-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	stainless steel 316L	polished	stainless steel 316L	sapphire convex	silver, black print, blue watch hands	view-through, threaded	calf leather strap	5 ATM
Svatováclavské	98-093-326-00-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	stainless steel 316L	polished	stainless steel 316L	sapphire convex	silver, black print, gold watch hands	view-through, threaded	calf leather strap	5 ATM
	98-052-326-00-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	stainless steel 316L	polished	stainless steel 316L	sapphire convex	silver, black print	view-through, threaded	calf leather strap	5 ATM
	98-038-427-00-1	PRIM calibre 98.00	36 mm	43.5 mm	18 mm	stainless steel 316L	polished	stainless steel 316L	sapphire convex	silver, black print	view-through, threaded	calf leather strap	5 ATM
	98-059-351-32-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	AU 18 car.	polished	AU 18 car.	sapphire convex	silver, black print	view-through, threaded	alligator leather strap	3 ATM
	98-166-326-80-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	stainless steel 316L, AU 18 car. lunette	polished	AU 18 car.	sapphire convex	silver, black print	view-through, threaded	alligator leather strap	5 ATM
Adam	98-130-326-00-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	stainless steel 316L	polished	stainless steel 316L	sapphire convex	black, embossed signs	view-through, threaded	alligator leather strap	5 ATM
	98-132-326-00-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	stainless steel 316L	polished	stainless steel 316L	sapphire convex	white, embossed signs	view-through, threaded	alligator leather strap	5 ATM
	98-173-326-80-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	stainless steel 316L, AU 18 car. lunette	polished	AU 18 car.	sapphire convex	white, embossed signs	view-through, threaded	alligator leather strap	5 ATM
	98-163-326-33-1	PRIM calibre 98.00	40 mm	49 mm	20 mm	AU 18 car.	polished	AU 18 car.	sapphire convex	black, embossed signs	view-through, threaded	alligator leather strap	3 ATM

A blurred background image showing two people walking away from the camera on a dirt path in a field. The person in the foreground is wearing a light blue jacket and dark pants, while the person further ahead is wearing a blue jacket. The background features rolling hills under a bright sky.

SPORT



JAROSLAV KULHAVY

A distinctive personality in the field of Czech sports cycling whose mountain biking discipline is Cross Country. He was the first person ever to win a complete collection of titles in his competition discipline. He won the title of Junior European and World Champion in 2003 and was European Champion twice in 2010-2011 as well as winning the title of World Champion in 2011. The current highpoint of his career is however his victory at the Olympic Games in London in 2012.

WHAT HE SAYS ABOUT PRIM WRISTWATCHES: "I regard PRIM as a world-class wristwatch manufactured in the Czech Republic. It really is a joy to look at. PRIM is a classic, a wristwatch with superbly crafted high quality materials. These are the reasons I have endorsed wristwatches made in Nove Mesto nad Metuji. I decided that I want to wear an original watch on my wrist and one which is completely manufactured in the Czech Republic."



THE STORY OF ORLIK

ORLIK – this name is a symbol of the legendary wristwatch model for each and every wristwatch fan and is basically indestructible. The Czechoslovak army also convinced themselves of this fact, the model having originally been manufactured for them in NP ELTON in Nove Mesto nad Metuji. They subjected it to truly extreme tests – dropping it from a height of several metres, boiling it and freezing it in a block of ice.

In 2011, ELTON hodinářská decided to build on this tradition and manufacture a wristwatch inspired by this legendary model. Thanks to the quality of manufacturing, this wristwatch is characterised by its exceptional durability.

In order to test its quality in practice, we decided to perform an unusually long test. Because the Orlik was also originally used by army scuba divers, we lent this wristwatch in 2014 to the professional scuba diver Jaroslav Kočárek from Snakesub. He is testing it literally in the flesh whilst diving in various environments in order to check its durability and water resistance under real conditions.

The Orlik has so far passed this demanding test without any problems. The wristwatch has survived dives in the Red Sea known for its high salinity and in the Austrian Attersee where it went down to a maximum depth of almost 70 metres.



ORLIK

No other wristwatch attracts the attention of collectors like the PRIM ORLIK. This model was designed and manufactured in the 60s subject to order for Czechoslovak army. We decided to return to production of his model in 2010. We preserved the design dating back to the end of the 60s but the functioning and running of the movement meet the standards of the 21st century. The ORLIK wristwatch is part of a modern collection, but its roots reach back into history.



98-185-446-00-1
Ø CASE: 42 MM
PRIM CALIBRE 98.00



98-186-446-39-1
Ø CASE: 42 MM
PRIM CALIBRE 98.00



SPECIFICATION

Register number:	Movement:	∅ case:	Length:	Leg's distance:	Case material:	Surface finish:	Watch crown:	Type of glass:	Dial:	Back case:	Strap:	Water resistance:
98-185-446-00-1	PRIM calibre 98.01	42 mm	54.3 mm	22 mm	stainless steel 316L	grounded	stainless steel 316L, screw crown	sapphire convex	black, embossed signs, luminescent indexes	view-through, threaded	caoutchouc strap	10 ATM
98-190-446-00-1	PRIM calibre 98.01	42 mm	54.3 mm	22 mm	stainless steel 316L	grounded	stainless steel 316L, screw crown	sapphire convex	white, embossed signs, luminescent indexes	view-through, threaded	caoutchouc strap	10 ATM
98-186-446-39-1	PRIM calibre 98.01	42 mm	54.3 mm	22 mm	stainless steel 316L with black surface DLC	grounded	stainless steel 316L with black surface DLC, screw crown	sapphire convex	black, embossed signs, luminescent indexes	view-through, threaded	caoutchouc strap	10 ATM



PRIM SPORT

The PRIM SPORT universal sports wristwatch was created for active customers and is able to stand its ground in the most demanding conditions.

The solid stainless steel case has a respectable diameter of 45 mm, the clear dial and distinct hands ensure excellent legibility even when visibility is reduced and the durable strap from natural rubber ensures that the wristwatch is comfortable to wear whatever the weather. Thanks to its threaded crown and 10 ATM water resistance, the PRIM SPORT wristwatch is also suitable for scuba diving.





98-146-379-00-1
Ø CASE: 45 MM
PRIM CALIBRE 98.00



98-146-379-00-1
Ø CASE: 45 MM
PRIM CALIBRE 98.00

SPECIFICATION

Register number:	Movement:	∅ case:	Length:	Leg's distance:	Case material:	Surface finish:	Watch crown:	Type of glass:	Dial:	Back case:	Strap:	Water resistance:
98-146-379-00-1	PRIM calibre 98.01	45 mm	55.6 mm	22 mm	stainless steel 316L	grounded	stainless steel 316L, screw crown	sapphire convex	black, embossed signs, luminescent indexes	view-through, threaded	caoutchouc strap	10 ATM
98-147-379-00-1	PRIM calibre 98.01	45 mm	55.6 mm	22 mm	stainless steel 316L	grounded	stainless steel 316L, screw crown	sapphire convex	silver, embossed signs, luminescent indexes	view-through, threaded	caoutchouc strap	10 ATM
98-184-379-39-1	PRIM calibre 98.01	45 mm	55.6 mm	22 mm	stainless steel 316L stainless steel with black surface DLC	grounded	stainless steel 316L with black surface DLC, screw crown	sapphire convex	gold colour, embossed signs, luminescent indexes	view-through, threaded	caoutchouc strap	10 ATM



ELTON SPORT

The limited edition ELTON SPORT is inspired by the first Czechoslovak wristwatch specially designed for sport in 1968 using experienced gained during development of the legendary Orlík model.

Apart from the model for civilian use, a version was also created for the army. It differed from the standard watch in that the water resistance was increased to 6 AT and a serial number was stamped on every wristwatch. The L.E. ELTON SPORT builds on the legacy of precisely this model.



148 SPORT ELTON SPORT

94-012-016-00-1
Ø CASE: 37 MM
PRIM CALIBRE 94.00



94-012-016-00-1
Ø CASE: 37 MM
PRIM CALIBRE 94.00

ELTON SPORT SPORT 149

SPECIFICATION

Register number:	Movement:	∅ case:	Length:	Leg's distance:	Case material:	Surface finish:
94-137-016-00-3	PRIM calibre 94.00	37 mm	45.2 mm	19 mm	stainless steel 316L	polished and grounded
94-012-016-00-1	PRIM calibre 94.00	37 mm	45.2 mm	20 mm	stainless steel 316L	polished and grounded

Watch crown:	Type of glass:	Dial:	Back case:	Strap:	Water resistance:
stainless steel 316L	sapphire convex	black, luminescent indexes	without view-through, threaded	caoutchouc strap	6 ATM
stainless steel 316L	sapphire convex	red, luminescent indexes	view-through, threaded	calf leather strap	5 ATM



PRIM PILOT

The design of the PRIM PILOT wristwatch pays homage to the cockpit instruments used in particular in the originally Soviet MIG aircraft which was also manufactured under licence in the Czechoslovak Republic where several aircraft plants participated in its production.

The dominant feature of the dial is the distinct contrasting indexes. The sanded matt case with PVD treatment is complemented by a textile/leather NATO strap. The crown has a striking and unusual shape which thanks to distinct grooves is reminiscent of an engine cylinder block.





38-915-326-39-1
Ø CASE: 40 MM
PRIM CALIBRE 38





PRIM TEAM

We have been an official supplier to the Czech Olympic Team for several years now. We share many common values with Czech Olympic athletes such as tradition, a sense of fair play and willingness to work hard to be the best.

A universal sports watch in the national colours of the Czech Republic is the result of this cooperation. Thanks to the distinct and easy-to-read indexes, this wristwatch is popular among fans of Czech sport and athletes of all generations.



38-903-452-00-1 & 38-902-452-00-1
Ø CASE: 43 MM
PRIM CALIBRE 38

38-904-452-00-1 & 38-901-452-00-1
Ø CASE: 43 MM
PRIM CALIBRE 38

A black and white photograph of a woman in a patterned dress posing in a room. She is standing in the center, looking towards the camera with her hands on her hips. The background features a large, abstract painting with organic, flowing shapes. The lighting is dramatic, highlighting the contours of her dress and the texture of the artwork. An orange rectangular box is overlaid on the left side of the image, containing the word "ART" in white, bold, sans-serif capital letters.

ART



TOMAS TRESTIK

A Czech photographer who currently devotes his efforts mainly to advertising and portrait photography. He is the author not only of several portraits of personalities from the Czech and international art scene, but also a series of unusual photographs of homeless people in Prague. He has for example worked on advertising campaigns for T-mobile, Komerční banka, ČSOB, Česká spořitelna, Kofola, Frisco or the La Putyka troupe. He also cooperates with magazines, recently with Reportér magazine.

WHAT HE SAYS ABOUT PRIM WRISTWATCHES: "What do I personally like about Prim wristwatches? Tradition. And you never forget your first wristwatch. Patriotism. I like having a high quality wristwatch in my collection which was completely manufactured in the Czech Republic. The personal approach. I really enjoyed following the process of creation of my Orlik, walking through the factory and realising that this piece of steel, these cold pipes which I saw at the start in the material warehouse will in the end, thanks to professionals whose work I was able to examine in detail for a while, become a ticking, living wristwatch with its own story."





SPHERE

This impressive and elegant wristwatch with a minimalist design was created by designers from the famous Olgoj Chorchoj studio.

The designers drew inspiration from the simplicity of shape of the sphere with sophisticated detail on the dial, where stones (cubic zirconia or genuine Czech garnet) are shaped like a “volcanic formation” which lends the wristwatch a unique and exceptional design.





93-005-413-00-1
Ø CASE: 40 MM
PRIM CALIBRE 93



93-005-413-00-1
Ø CASE: 40 MM
PRIM CALIBRE 93



COUPÉR

When designing the COUPÉR wristwatch, the designer Lenka Sukupova took inspiration from the technical details of cars. You can see shapes typical for a steering wheel or wheels in her design.

The dial is also an interesting detail, created in several versions. Classic numerals are replaced either by words – quarter, half, three quarters, hour – or displayed in an unusual manner in 24-hour mode.



172 ART COUPÉR

39-813-421-00-1
Ø CASE: 40 MM
PRIM CALIBRE 39



39-812-421-00-1
Ø CASE: 40 MM
PRIM CALIBRE 39

COUPÉR ART 173



CYLINDER

The modern men's wristwatch called CYLINDER was created by designers from the Olgoj Chorchoj studio, the signature style of which is simplicity of inflection and an emphasis on functionality. The designers also endowed the wristwatch with these characteristics.

The designers found further inspiration whilst creating the CYLINDER wristwatch in industrial technology for machining solid materials.





39-846-419-00-1
Ø CASE: 40 MM
PRIM CALIBRE 39



39-798-419-00-1
Ø CASE: 40 MM
PRIM CALIBRE 39



BEATA

A lady's wristwatch created by the leading fashion designer Beata Rajská. The underlay for the hands is made up of a grid with the motif of an English ribbon, the second hand is replaced by a needle.

The crown is decorated with a Czech garnet, a precious stone which is only found in the Czech Republic. The symbolic increase in size of the numbers 1 and 7 is given by the aspect of 1 as the start of everything and 7 as a lucky number in numerology.

SPECIFICATION

Register number:	Movement:	Ø case:	Length:	Leg's distance:	Case material:	Surface finish:	Watch crown:
98-062-427-00-1	PRIM calibre 98.00	36 mm	43.5 mm	18 mm	stainless steel 316L	polished	stainless steel 316L with czech garnet
38-810-427-00-1	PRIM calibre 38	36 mm	43.5 mm	18 mm	stainless steel 316L	polished	stainless steel 316L with czech garnet

	Type of glass:	Dial:	Back case:	Strap:	Water resistance:
98-062-427-00-1	sapphire convex	silver, black and silver print	view-through, threaded	calf leather strap	5 ATM
38-810-427-00-1	sapphire convex	silver, black and silver print	without view-through, threaded	calf leather strap	5 ATM



98-062-427-00-1
Ø CASE: 36 MM
PRIM CALIBRE 98.00



BEA

The aim of the fashion designer Beata Rajská and the designer Lenka Sůkupová was to link the world of fashion and industrial design. The case in the shape of a ribbon is complemented by unusual treatment of the dials.

This concerns symbols of the fashion capitals with the imaginary crossroads being Prague in the middle and symbolism of the seasons which a fashion designer must take into consideration in their collections that is used in the other version.



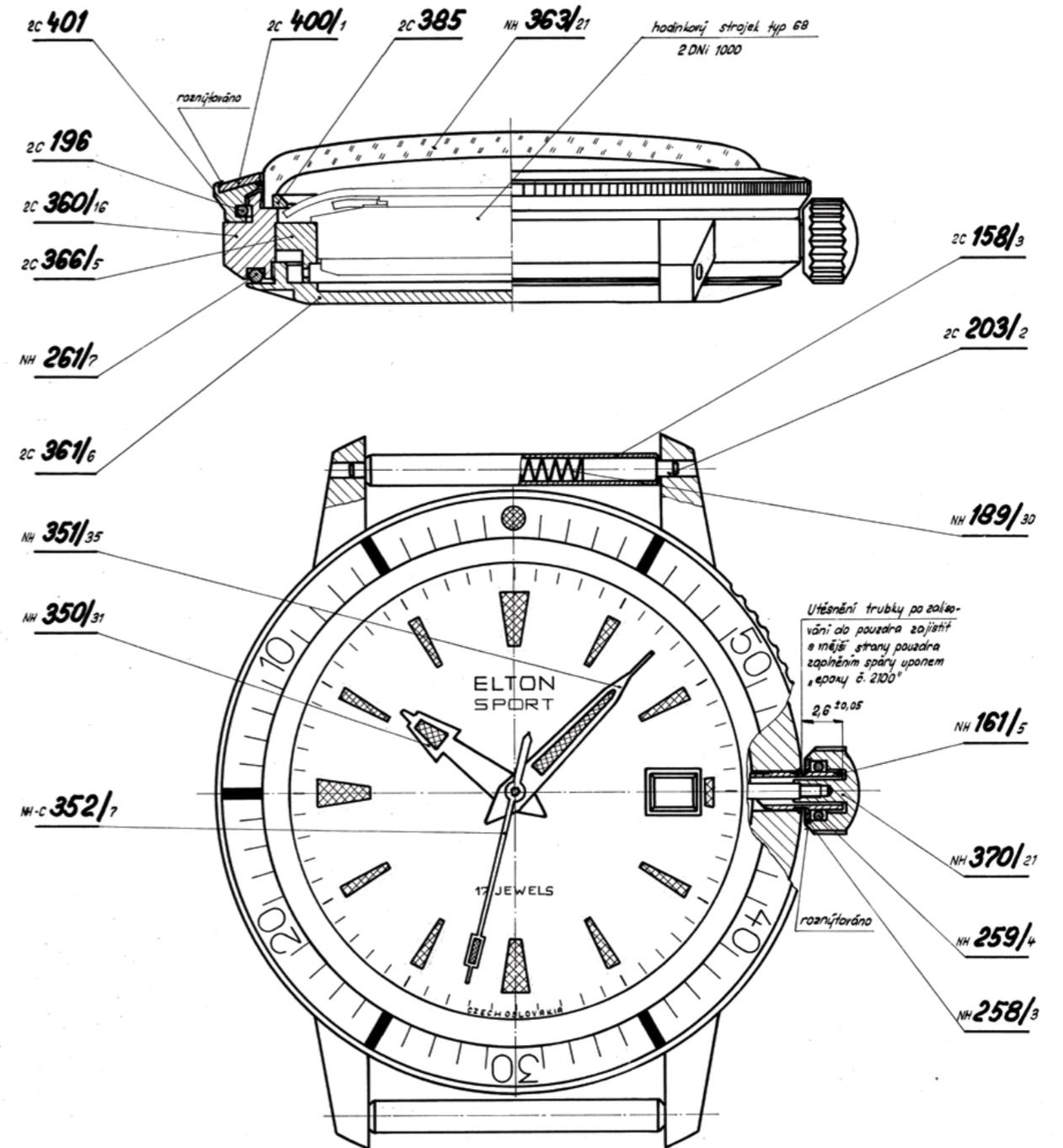
The background of the page is a blurred photograph of a gym. In the foreground, a red exercise machine, possibly a rowing machine or a similar piece of equipment, is visible. The background shows various gym equipment, including what looks like a treadmill and other machines, all out of focus. The overall lighting is bright and even.

BESPOKE

BESPOKE MANUFACTURING

We know what our customers' wristwatches mean to them and this is why we offer the unique possibility of participating in their design.

We are one of the few companies in the world which allows its clients to participate in manufacturing of their wristwatch. Subject to customer request, we can modify the appearance of the dial, the hands, the case, we can change the material used for the wristwatch and offer the possibility of engraving the case or crown. If the customer is interested, we can recommend the services of leading Czech designers who can design a wristwatch precisely to the customer's requirements and specifications. The customer can provide their own design or merely an idea and we can help them to complete this in our factory.





We offer the possibility of creating special private editions which are suitable as gifts for family members to mark important events in their lives, or for important business partners or associates. PRIM wristwatches are more than just a luxury accessory, our wristwatches are part of life.

Private or limited editions are sought-after by our customers from the ranks of collectors and also by those who want to create and give something truly remarkable. We manufacture watches, but we sell pleasure. Pleasure from our precision mechanisms, good honest craftsmanship and individual care.



CAERUS

The PRIM CAERUS wristwatch is a special model which was created subject to individual specifications by a client. The designer came up with a minimalist case and positioned the crown in the very unusual 12 o'clock position. The dial area has been prepared for use of various materials chosen individually by the customer.



98-119-450-00-1
Ø CASE: 43 MM
PRIM CALIBRE 98.00



98-119-450-00-1
Ø CASE: 43 MM
PRIM CALIBRE 98.00

C A F E R U

98-119-450-00-1
Ø CASE: 43 MM
PRIM CALIBRE 98.00

MADE IN ITALY
ALL STAINLESS STEEL

SPECIFICATION

Register number:	Movement:	Ø case:	Length:	Leg's distance:	Case material:	Surface finish:	Watch crown:	Type of glass:	Dial:	Back case:	Strap:	Water resistance:
98-119-450-00-1	PRIM calibre 98.00	43 mm	43 mm	22 mm	stainless steel 316L	grounded	stainless steel 316L	sapphire convex	black, white print	view-through, threaded	calf leather strap	5 ATM
98-127-450-00-1	PRIM calibre 98.00	43 mm	43 mm	22 mm	stainless steel 316L	grounded	stainless steel 316L	sapphire convex	white, black print	view-through, threaded	calf leather strap	5 ATM
98-139-450-00-1	PRIM calibre 98.00	43 mm	43 mm	22 mm	damask steel	grounded	stainless steel 316L	sapphire convex	damask steel	view-through, threaded	calf leather strap	5 ATM

A close-up, slightly blurred photograph of a person's hands holding a small white cup filled with a dark liquid, likely coffee. The person is wearing a dark, possibly black, sleeve. The background shows a light-colored table with various items, including what appears to be a small green plant and some yellowish objects, all out of focus. An orange rectangular banner is overlaid on the left side of the image, containing the word 'RENOVATION' in bold, dark blue, uppercase letters.

RENOVATION

RENOVATION

ELTON hodinarska, a.s. has been engaged in manufacturing of high quality wristwatches for more than 65 years. Our customers know that their PRIM wristwatches are more than just accessories. Most of them received them to mark a special occasion, to celebrate their 18th birthday, graduation from school, gaining a university title or inherited it from their parents or grandparents. A PRIM wristwatch is a lifetime investment which every owner cares for. We understand what our customers need and this is why we offer not only high quality servicing, but also other exclusive services.

In order to ensure that PRIM wristwatches maintain their precision and reliability, we also specialise in their inspection, maintenance, renewal of their operation and renovation of their appearance.



PRAGUE

PANSKA PASAZ
NA PRIKOPE 23
110 00 PRAHA

+420 774 877 090

PRODEJNA.PRAHA@PRIM.CZ

* MANUFACTURE *
PRIM
1949

* MANUFACTURE *
PRIM
1949

OSTRAVA

NOVA KAROLINA PARK
28.RIJNA 3348/65
702 00 OSTRAVA

+420 775 130 447

PRODEJNA.OSTRAVA@PRIM.CZ

ELTON hodinarska, a.s.
Nachodska 2105
549 01 Nove Mesto nad Metuji
Czech republic

00420 491 470 431 / 00420 491 470 401

info@prim.cz

www.prim.cz

COMPANY DIRECTOR

Ales Fleischmann

ales.fleischmann@prim.cz

00420 774 877 081

SALES DEPARTMENT MANAGER

Ales Vernar

ales.vernar@prim.cz

00420 608 357 522

DESIGN & PRODUCTION

PixelPromo

PHOTOGRAPHY

PixelPromo & archiv ELTON hodinarska, a.s.

PRINT

Printarna Daniel

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