





# INTRODUCTION

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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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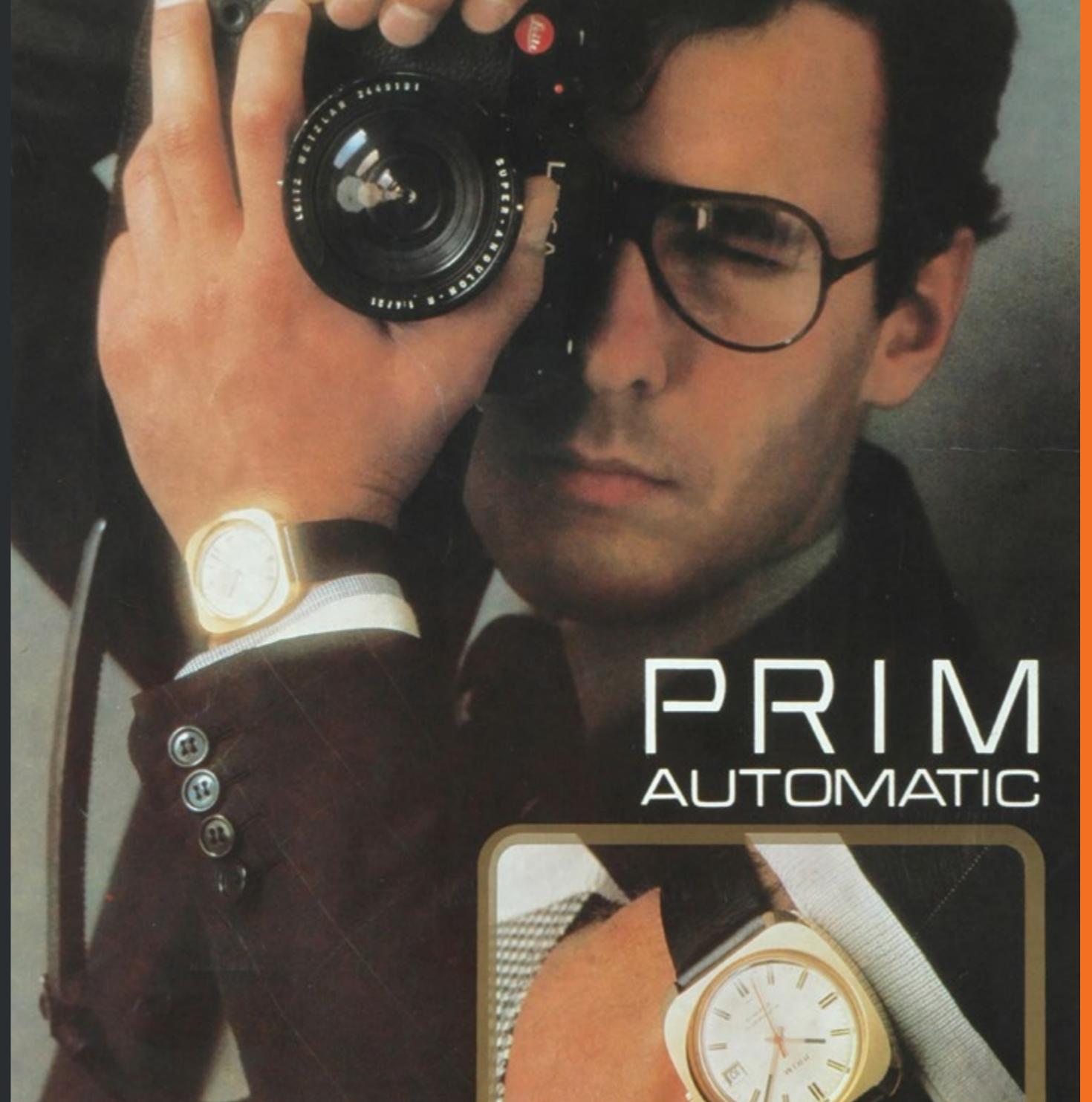
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# HISTORY MILESTONES

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- 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.
- 



**PRIM**  
AUTOMATIC







The background of the slide is a blurred, high-angle photograph of industrial machinery, likely a conveyor belt system. The machinery is composed of various metal parts, including rollers and structural frames, which are rendered in shades of brown, tan, and grey. The lighting is somewhat dim, creating a sense of depth and texture. In the center-left of the image, there is a solid orange rectangular box containing the word "MANUFACTURE" in a bold, dark blue, sans-serif font.

# MANUFACTURE

# HISTORY OF THE FIRST WATCH

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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.

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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.

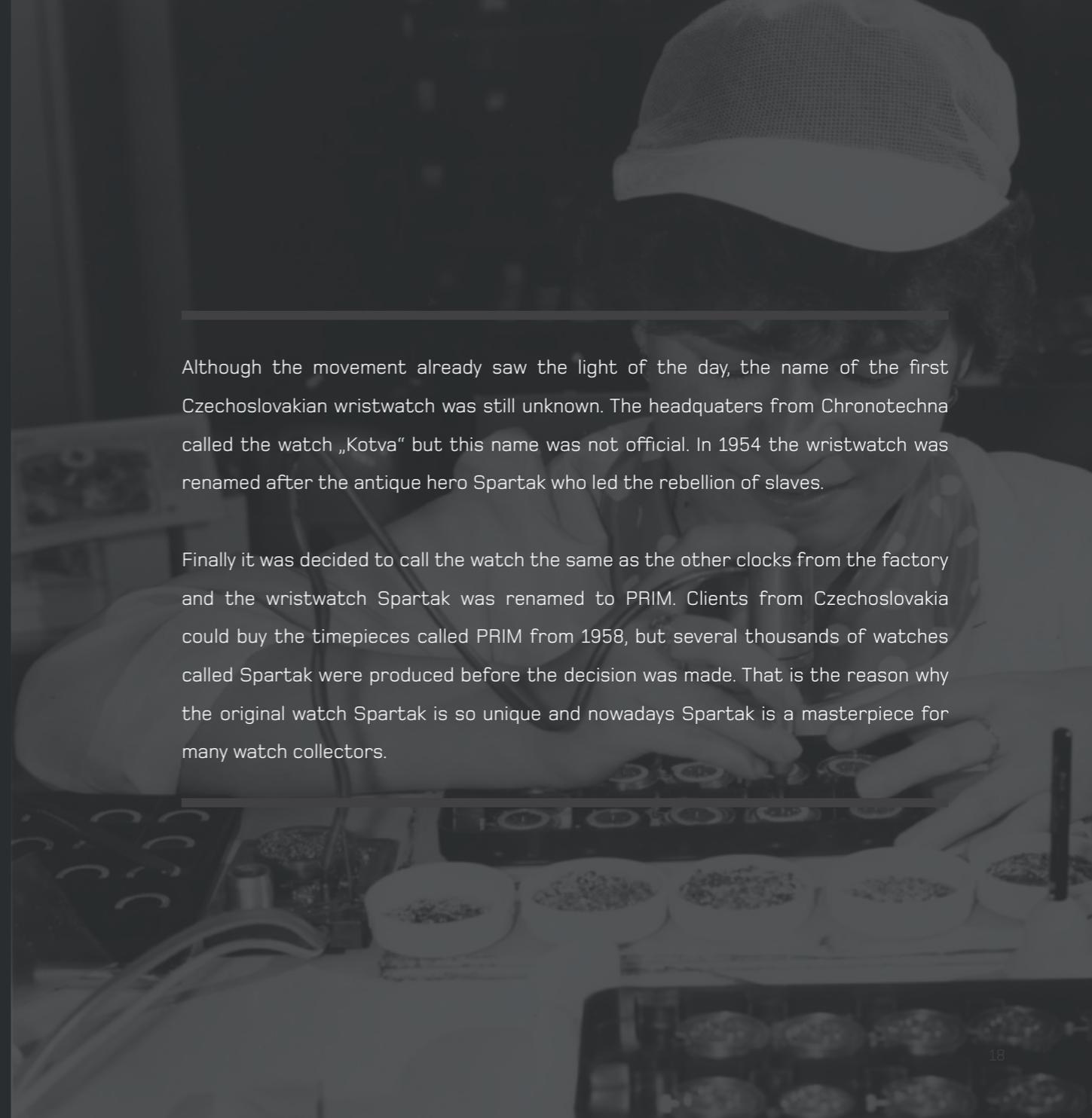
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As well as our clients could become a part of the creation process of their watches, over 1500 people from Czechoslovakia were involved in „uninitiated tests“. The ordinary employees from several factories worn the new wristwatch for one year and had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

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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

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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.

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## PRIM CALIBRE 98.00

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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

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## PRIM CALIBRE 98.01

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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

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## PRIM CALIBRE 95

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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

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## PRIM CALIBRE 94.00

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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

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## PRIM CALIBRE 94.01

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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

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## PRIM CALIBRE 93

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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

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## CASES

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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.

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# DIALS

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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.

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# 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

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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.

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## 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.

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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.

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## 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 blue jacket and dark pants, while the person further ahead is wearing a blue jacket. The landscape is hazy with rolling hills in the distance. A fence is visible in the lower foreground.

**SPORT**



## ORLIK

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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.

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## ELTON SPORT L.E.





**BESPOKE**

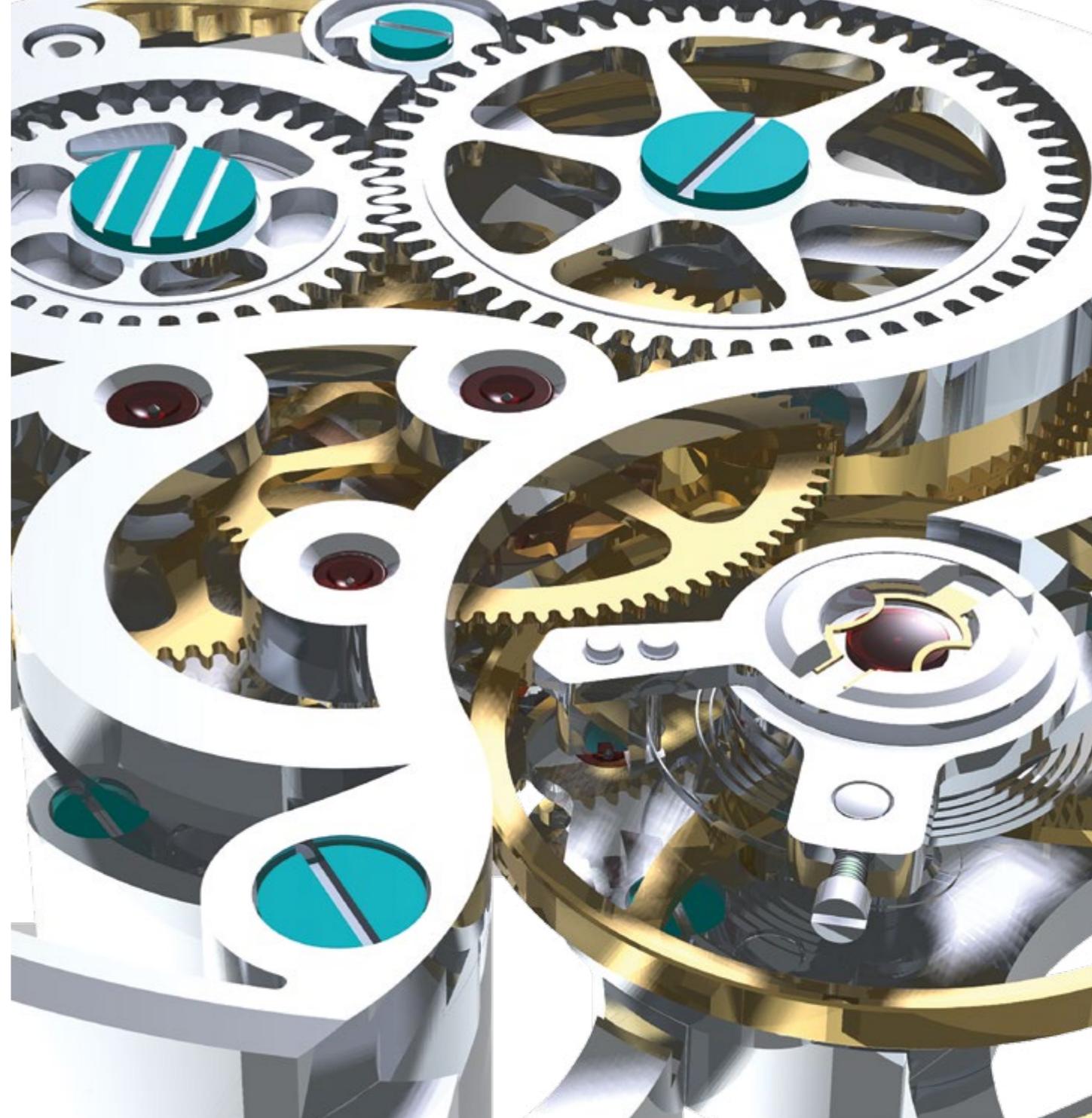
# BESPOKE

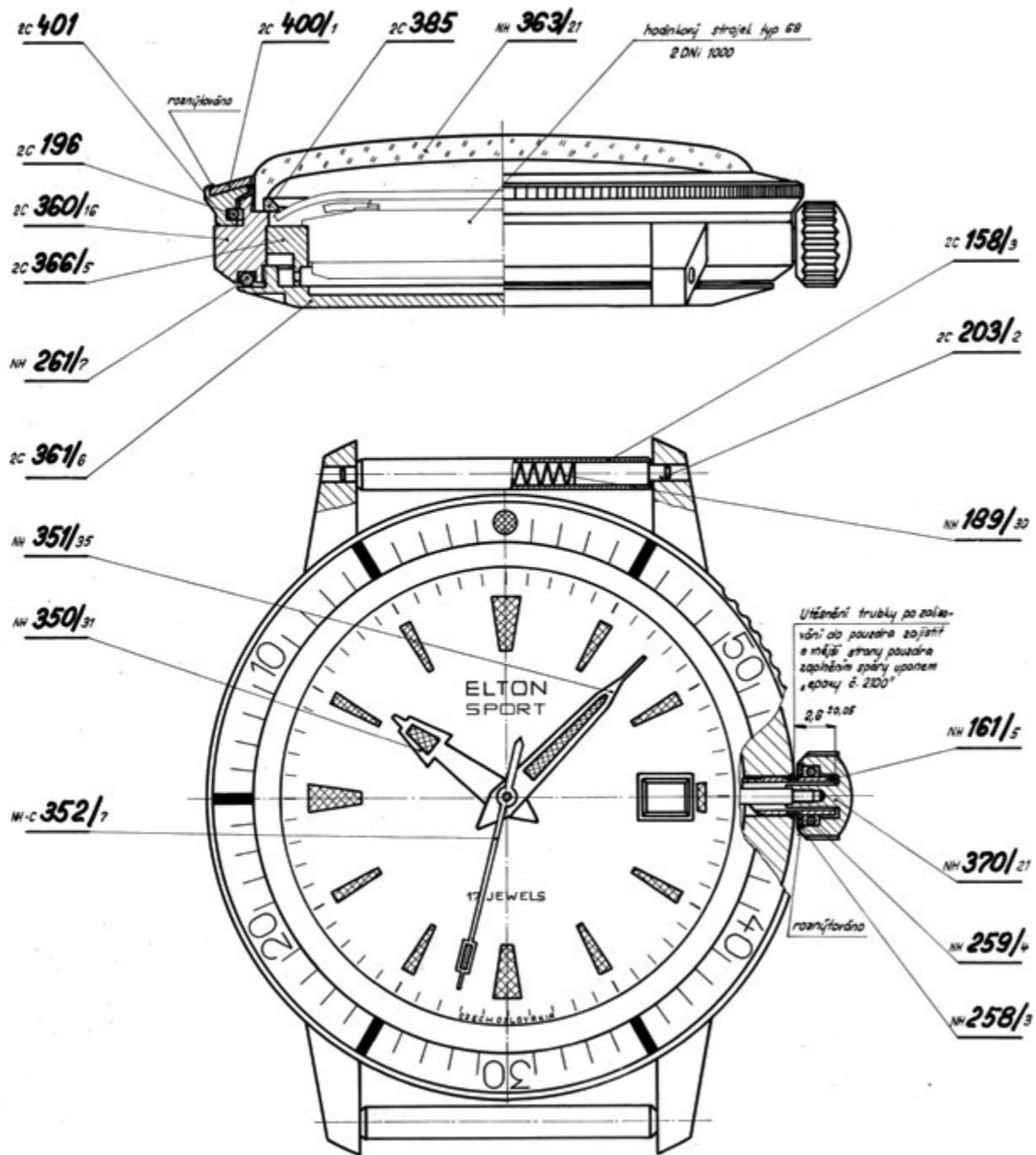
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Regardless of the story behind obtaining the PRIM watch, along with the memories, the PRIM watch is always a unique part of its owner life. Knowing that the PRIM watch is a personal masterpiece, we offer our clients an opportunity to participate in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

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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.



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## CAERUS

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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.

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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.

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C A M E R U

MADE IN ALL ST



# RENOVATION

# RENOVATION

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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.

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ELTON

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