



Welcome to the world of iconic watches, whose name means history and respect for the work of Czech watchmakers.

Welcome to the world of national pride, tradition and grace.

Welcome to the world of PRIM Manufacture 1949 watches.

Whichever watch model you choose, you've made the right choice.

Ing. Renata Červenák Nývltová
General Manager & Chairwoman of the Board of Directors
ELTON hodinářská, a.s.

A handwritten signature in black ink, appearing to be the initials 'RC' or similar, written in a cursive style.

PRIM MANUFACTURE 1949



The history of Czech PRIM watches dates back to 1949, when a factory tasked with the development and manufacture of Czechoslovak wristwatches was opened in Nové Město nad Metují.

In a country where the watch-making industry had virtually been non-existent until then with its remnants primarily found in home workshops in the mountains and in the post-war border areas, the opening of a new factory that today bears the name LETON hodinářská, a.s. was nearly a miracle.

Enthusiasm, determination, incredible human dexterity and love of the craft gave birth to the manufacture of timepieces in Nové Město nad Metují, the name of which gradually became a synonym for Czechoslovak wristwatches.

The PRIM watches made by ELTON in Nové Město nad Metují have always been a symbol of quality and timeless design.

After 1989, the company underwent privatisation and entered the 21st century with a new business and production strategy. Instead of mass production that would not have a chance against the competition represented by the influx of cheap watches from Asia, the company employed uniqueness, originality and an individual approach to customers. As a result, it succeeded in preserving the PRIM brand and developing it further.

Today we produce small series of mainly mechanical watches at our factory in Nové Město nad Metují. The watches are almost entirely made on our premises, including the movements, which we also design. Czech watchmakers craft timepieces that are passed down from father to son.

We combine people full of creative inspiration and imagination with the dexterity of watchmakers and modern engineering technology. We are a company that is capable of making its customers' dreams come true.



PRIM MANUFACTURE 1949
dress watch collection

PRIM PAVOUK 40

Pavouk collection

The PAVOUK model is undoubtedly an exceptional watch that will impress you at first sight. Both the distinctive shape of the case and the dial featuring a complex textured relief and raised indices are unique. Original watches of this type date back to the early 1960s. They acquired their unusual "PAVOUK" (Spider) name thanks to the peculiar shape of the case with lugs broken in two directions, resembling the legs of a spider. The customer can choose casing made of yellow, white or pink gold.



98-228-340-00-1



98-225-340-00-1



98-226-340-00-1



98-227-340-00-1

case diameter without crown – 40 mm
case length over lugs – 49,1 mm
case height (incl. glass and cover) – 13,2 mm
case material – stainless steel 316L
surface finish – polished
dial – white/black/grey/blue, electroformed

glass – cylindrical sapphire
cover – glass, fixed with screws
movement – PRIM calibre 98.00 – automatic winding
crown – stainless steel 316L, black pictogram
water resistance – 5 ATM
band – cowhide strap, 20 mm



AUTOMATIC
21.210 SVLS

MANUFACTURE
PRIM
1949





PRIM MANUFACTURE 1949
dress watch collection

PRIM PAVOUK 34

Pavouk collection

Supremely formal, luxury and elegant – this is a precise description of the PAVOUK watch. It was for these characteristics in particular that this watch also became popular with the ladies, for whom a more delicate model is intended. The case of the PRIM PAVOUK watch is the most demanding in our line. In order for its shapes to be truly perfect from all angles, many hours of manual work, especially polishing and grinding, are needed. Thanks to the external facet, the broken lugs perfectly reflect light and accentuate the impressive contours of the case.



93-035-418-00-2



93-036-418-00-2



93-033-418-00-2



93-034-418-00-2

case diameter without crown – 34 mm
case length over lugs – 41.5 mm
case height (incl. glass and cover) – 10.8 mm
case material – stainless steel 316L
surface finish – polished
dial – white/black/grey, electroformed

glass – cylindrical sapphire
cover – glass, threaded
movement – PRIM calibre 93 – manual winding
crown – stainless steel 316L, black pictogram
water resistance – 5 ATM
band – metal bracelet, 18 mm





PRIM MANUFACTURE 1949
dress watch

PRIM DIPLOMAT 40

Diplomat collection

PRIM DIPLOMAT, a true watch-making classic. In terms of its appearance, it is linked to the original model that was manufactured in Nové Město nad Metují in the late 1960s. However, the use of modern materials and the enlargement of the case based on current trends make it a watch that will even catch the attention of today's demanding customers. The timeless design of the dial and the elaborate case, which is characterised by ornamental milling, will remain in fashion for decades. The specially cut cylindrical sapphire glass corresponds in shape to the original form of the glass.



98-050-395-00-1



98-034-395-00-1



98-202-395-00-1

case diameter without crown – 40 mm
case length over lugs – 49.1 mm
case height (incl. glass and cover) – 11.5 mm
case material – stainless steel 316L
surface finish – polished
dial – white/black/blue, relief indices, printed

glass – cylindrical sapphire
cover – glass, fixed with screws
movement – PRIM calibre 98.00 – automatic winding
crown – stainless steel 316L, black pictogram
water resistance – 5 ATM
band – crocodile leather strap, 20 mm



CZECH

MADE



PRIM MANUFACTURE 1949
dress watch

PRIM DIPLOMAT 34

Diplomat collection

The DIPLOMAT dress watch model stand outs in conventional stainless steel, but a case made of precious metal also suits it well. Conventional gold or austere platinum change the PRIM DIPLOMAT watch into an investment and true gem that is handed down from generation to generation. The 34 mm diameter case corresponds in dimension to the historical model. The watch can therefore also be worn by ladies who prefer a man's style. The elegant metal bracelet can be replaced with a leather strap, thanks to which the model becomes suitable for less formal attire.



94-024-313-00-1



94-019-313-00-1

case diameter without crown – 34 mm
case length over lugs – 41.5 mm
case height (incl. glass and cover) – 10.6 mm
case material – stainless steel 316L
surface finish – polished
dial – white/black, relief indices, printed

glass – cylindrical sapphire
cover – glass, threaded
movement – PRIM calibre 94 – manual winding
crown – stainless steel 316L, black pictogram
water resistance – 5 ATM
band – metal bracelet, 18 mm





PRIM MANUFACTURE 1949
dress watch

PRIM BRUSEL 42

Brusel collection

The PRIM BRUSEL watch will especially appeal to lovers of pure minimalistic design and to customers who prefer considerable case dimensions, even for dress watch models. The design of the watch and, in particular, the graphic of the dial, reflect the industrial design trends in Czechoslovakia in the 1960s, referred to as the Brussels style. The shape of the indices respects the features of this style. The simple and classic shape of the case is intensified by the edge that runs around the perimeter of the watch from the edge of one lug to the other.



95-011-469-00-1

case diameter without crown – 42 mm
case length over lugs – 52.9 mm
case height (incl. glass and cover) – 12.5 mm
case material – stainless steel 316L
surface finish – polished-ground
dial – light silver, milled, printed

glass – cylindrical sapphire
cover – glass, fixed with screws
movement – PRIM calibre 95 – automatic winding
crown – stainless steel 316L, black pictogram
water resistance – 5 ATM
band – crocodile leather strap, 22 mm



MANUFACTURE
PRIM
1949



PRIM MANUFACTURE 1949
sports watch

PRIM ORLÍK II C

Orlík collection

ORLÍK is a legend of the Czechoslovak watch-making craft. The modern PRIM ORLÍK II watch follows in the path of the iconic model manufactured for the needs of the Czechoslovak army in 1965. The designers and watchmakers from ELTON drew free inspiration from the unmistakable design of the original watch and, by combining it with the latest technology and current trends, they created the model line that currently enjoys the greatest popularity. The case has been enlarged, its design has been adjusted and the dial is decorated by the characteristic "gramophone disc" pattern created by electroforming technology.



98-185-446-00-1

case diameter without crown – 42 mm
case length over lugs – 54.3 mm
case height (incl. glass and cover) – 14.5 mm
case material – stainless steel 316L
surface finish – ground
dial – black, luminescent, electroformed

glass – sapphire convex
cover – glass, threaded
movement – PRIM calibre 98.01 – automatic winding
crown – stainless steel 316L, screw-down
water resistance – 10 ATM
band – rubber strap, 22 mm

A close-up, low-angle photograph of a metal watch case. The watch is positioned diagonally, showing the bezel and the top of the case. The bezel has a fluted, multi-faceted design. The word "ORLIK" is engraved in a clean, sans-serif font on the side of the case. The background is dark and out of focus.

ORLIK



PRIM MANUFACTURE 1949
sports watch

PRIM ORLÍK II DLC

Orlik collection

We also produce the popular PRIM ORLIK model in an unusually impressive black version with a resistant DLC surface finish. The ground massive case will catch your attention at first sight. This watch will rightfully become a dominant feature of your outfit. It is not only the crown, cover and clasp of the rubber strap but also the in-house mechanical movement that features a DLC surface finish. The black dial with dark grey illuminated indices is another speciality of the distinct design.



98-943-467-39-1

case diameter without crown – 42 mm
case length over lugs – 54.3 mm
case height (incl. glass and cover) – 14.5 mm
case material – stainless steel 316L DLC
surface finish – ground
dial – black, luminescent, electroformed

glass – sapphire convex
cover – glass, threaded
movement – PRIM calibre 98.01 – automatic winding
crown – stainless steel 316L, screw-down
water resistance – 10 ATM
band – rubber strap, 22 mm



MANUFACTURE
PRIM
1949

ORLIK

CZECH
MADE

9

6

20

30

40

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10

12

14

ORLIK

ORLIK



PRIM MANUFACTURE 1949
sports watch

PRIM ORLÍK 38 cal. 105

Orlík collection

Tradition in its purest form. That is how this model, the design of which pays tribute to its famous predecessor, could be described. The eccentric second hand is the most striking feature of the dial. It was the second hand that was characteristic of the original model, along with the absence of a date display, more delicate case dimensions and an atypical convex glass. The rotary ring has been made using HyCeram® technology, and the water resistance of the watch has been enhanced. The 38 mm diameter case mirrors current trends and allows more versatile use of the watch as well.



105-001-487-00-1

case diameter without crown – 38 mm
case length over lugs – 49 mm
case height (incl. glass and cover) – 14 mm
case material – stainless steel 316L
surface finish – ground
dial – black, printed, luminescent

glass – sapphire convex
cover – glass, threaded
movement – PRIM calibre 105 – automatic winding
crown – stainless steel 316L, screw-down
water resistance – 10 ATM
band – rubber strap, 20 mm



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PRIM MANUFACTURE 1949
sports watch

PRIM ORLÍK 38 cal. 95

Orlik collection

The iconic design has also become an inspiration for this wristwatch model. However, the PRIM ORLÍK cal. 95 is more for those keen on minimalist design. The dial without an off-centred second subdial gives a neat and light impression. This allows the characteristic contrasting indices to stand out. Combined with a delicate case, the watch is suited to everyday use, for men with a fairly small wrist and, of course, for ladies.



95-007-487-00-1

case diameter without crown – 38 mm
case length over lugs – 49 mm
case height (incl. glass and cover) – 14 mm
case material – stainless steel 316L
surface finish – ground
dial – black, printed, luminescent

glass – sapphire convex
cover – glass, threaded
movement – PRIM calibre 95 – automatic winding
crown – stainless steel 316L, screw-down
water resistance – 10 ATM
band – rubber strap, 20 mm





The new look of the popular PRIM SPORT model is more fashionable, more playful and more colourful. The rotary bezel in popular colours with HyCeran® technology engraving is the dominant feature of the watch. The neatness of the design is supported by the dial with no date display, and classic characteristics are enhanced by interesting details. The universal watch in an elegant sporty style is suitable for every occasion. It not only suits gentlemen but, thanks to its inventive colour combinations and more delicate case, will also enchant the ladies.



95-015-501-00-1



95-018-501-00-1



95-016-501-00-1



95-019-501-00-1

case diameter without crown – 38.8 mm
case length over lugs – 44.7 mm
case height (incl. glass and cover) – 14.1 mm
case material – stainless steel 316L
surface finish – polished-ground
dial – black/blue/red, printed, luminescent

glass – cylindrical sapphire
cover – glass, threaded
movement – PRIM calibre 95 – automatic winding
crown – stainless steel 316L, screw-down
water resistance – 10 ATM
band – cowhide and rubber strap, 20 mm





PRIM MANUFACTURE 1949
dress watch

PRIM Spartak 39

Spartak collection

The elegant and discreet model for genuine gentlemen that carries the legacy of the first ever Czechoslovak SPARTAK wristwatch from 1954. The timeless design combines classic tradition with a modern approach to men's watches. It is an example of the honest watch-making craft, of a product that does not need any unnecessary ornamental details to make an impression at first sight. The SPARTAK 39 watch is suitable for everyday use or more formal occasions.



103-006-483-00-1



103-009-483-00-1



103-008-483-00-1



103-007-483-00-1

case diameter without crown – 39 mm
case length over lugs – 48 mm
case height (incl. glass and cover) – 10.8 mm
case material – stainless steel 316L
surface finish – polished
dial – white/blue-green/brown, printed

glass – cylindrical sapphire
cover – glass, fixed with screws
movement – PRIM calibre 103 – manual winding
crown – stainless steel 316L, laser pictogram
water resistance – 5 ATM
band – cowhide strap, 20 mm





MOVEMENTS – MANUAL WINDING



movement: PRIM calibre 93
movement diameter: 25.6 mm
movement height: 4.3 mm
power reserve: min. 48 hours

- manufactured in-house
- 17 bearing jewels
- Incablock shock absorber
- thermally blued screws
- 3 hands, basic time information
- rhodium- or gold-plated movement surface
- oscillator frequency
21,600 swings per hour (3 Hz)
- decorative cut and pictogram

movement: PRIM calibre 94
movement diameter: 25.6 mm
movement height: 5 mm
power reserve: min. 48 hours

- manufactured in-house
- 17 bearing jewels
- Incablock shock absorber
- thermally blued screws
- 3 hands, basic time information
including date display
- rhodium- or gold-plated movement surface
- oscillator frequency
21,600 swings per hour (3 Hz)
- decorative cut and pictogram





movement: PRIM calibre 103
movement diameter: 25.6 mm
movement height: 4.3 mm
power reserve: min. 48 hours

- manufactured in-house
- 19 bearing jewels
- Incablock shock absorber
- thermally blued screws
- off-centered second hand, hour and minute hand, no date
- rhodium- or gold-plated movement surface
- oscillator frequency 21,600 swings per hour (3 Hz)
- decorative cut and pictogram





MOVEMENTS - AUTOMATIC WINDING



movement: PRIM calibre 95
movement diameter: 25.6 mm
movement height: 6.3 mm
power reserve: min. 48 hours

- manufactured in-house
- 22 bearing jewels
- Incablock shock absorber
- thermally blued screws
- 3 hands, basic time information
- rhodium- or gold-plated movement surface
- oscillator frequency
21,600 swings per hour (3 Hz)
- movement's surface with decorative
cut and pictogram
- rotor decorated with Czech lion

movement: PRIM calibre 98.00
movement diameter: 25.6 mm
movement height: 7 mm
power reserve: min. 48 hours

- manufactured in-house
- 22 bearing jewels
- Incablock shock absorber
- thermally blued screws
- 3 hands, basic time information
including date display
- rhodium- or gold-plated movement surface
- oscillator frequency
21,600 swings per hour (3 Hz)
- movement's surface with decorative
cut and pictogram
- rotor decorated with Czech lion





movement: PRIM calibre 98.01
movement diameter: 29.6 mm
movement height: 7 mm
power reserve: min. 45 hours

- manufactured in-house
- 22 bearing jewels
- Incablock shock absorber
- thermally blued screws
- 3 hands, basic time information including enlarged date display
- rhodium- or gold-plated movement surface
- oscillator frequency 21,600 swings per hour (3 Hz)
- movement's surface with decorative cut and pictogram
- rotor decorated with Czech lion

movement: PRIM calibre 105
movement diameter: 25.6 mm
movement height: 6.3 mm
power reserve: min. 48 hours

- manufactured in-house
- 24 bearing jewels
- Incablock shock absorber
- thermally blued screws
- eccentric second hand, hour and minute hand, no date
- rhodium- or gold-plated movement surface
- oscillator frequency 21,600 swings per hour (3 Hz)
- movement's surface with decorative cut and pictogram
- rotor decorated with Czech lion





Original from Nové Město nad Metují

We fit all of our iconic models with mechanical movements designed by us and made directly in our factory in Nové Město nad Metují. The manufacture and design of mechanical movements is the most exacting part of watch-making. ELTON hodinářská is the only company in the Czech Republic that is able to technologically handle such complex production.

In addition to models that have in-house mechanical movements, we also offer watches fitted with Swiss mechanical movements referred to as PRIM Automatic. This line is intended for customers who want to wear Czech mechanical watches but do not insist on in-house movements. You will also find PRIM watches in our line that are driven by high-quality Swiss quartz movements. Apart from the movements, the other components of PRIM Automatic and PRIM lines watches are produced in our factory in Nové Město nad Metují, including the cases, crowns and dials.

NOVÉ MĚSTO ARCHES

In addition to the PRIM and PRIM Manufacture 1949 logos, you can also find a pictogram of the arches in Nové Město nad Metují directly on our watches, on their packaging and on accompanying materials. This symbol has been part of the PRIM brand for many decades. It refers to the fronts of houses on the square in Nové Město nad Metují. The continuity of the manufacture of wristwatches has remained uninterrupted there from 1949 to the present day.

The pictogram is registered as a trademark of ELTON hodinářská, which is why it may not be used by any other market entity. So, it is an obvious clue that it is a product by the Nové Město factory.



LIMITED EDITIONS

PRIM MANUFACTURE 1949



Limited editions made by master watchmakers from Nové Město nad Metují are intended for customers longing for truly exceptional wristwatches, collectors as well as for all those who also perceive watches as an investment opportunity. Elton hodinářská designers can work on the development and production of limited and special editions for several months. Their efforts result in watches with sophisticated yet also unobtrusive symbolism. Most of our limited editions involve engineering or design innovation and extraordinary workmanship. This sometimes entails the use of unconventional materials such as bronze or silver, other times it is an impressive detail of the movement or a design novelty.

All PRIM Manufacture 1949 limited editions are equipped with in-house PRIM mechanical calibres. These are models that are unique for their originality, in a strictly limited number of items produced. This fact also increases their price and exclusivity. They also make a unique gift for your loved ones or notable business partners, who will understand just how important your relationship with them is.

With PRIM watches you will experience a feeling of exceptionality.



Do you like iconic PRIM models but want to add a detail that will express your personality and style? Create unique original watches by using our personalisation offer. The options are almost unlimited. In addition to standard features (engraving on the back cover or on the crown, or a change in the colour and shape of the hands), we also allow you to design your own dial and personalise the movement (engraving, change in the shape of the rotor) as well as the option to choose the case material. Cases made of precious metals suit classic watches very well, thanks to which you will elevate them to be investment items.

We will develop and produce an entirely new model for the most demanding customers. Its design may be developed by us, or customers themselves may come up with their own ideas.

We also offer the option to create a private edition of PRIM wristwatches that is suitable as a present to family members on the occasion of major events in their lives, to important business partners or colleagues. Both a company and private person can order a special series, or just a single watch from us.

Visit us to make your dreams of ideal watches come true!





Maybe you already own your iconic item. You have inherited it from a family member or you have found a watch in a drawer and it has brought back lovely memories. You like objects with a history and you are interested in their retro beauty. Our comprehensive restoration programme, which will bring your watches back to life, is intended specifically for you.

You can choose simple cleaning and adjustment, replacement of hands, repair of the movement, restoration of the dial, surface treatment or even the replacement of the entire case. Materials of inferior quality were used for the manufacture of cases in the past, so a new case made of stainless steel will not only make the appearance more attractive, but will also increase the resilience of the watch during everyday use.

We own the original drawing documents for most older watch types, so we are able to secure expert restoration and the use of original parts. We also have technology for the production of plastic glasses used for PRIM watches in the past. If you want to preserve the historic value of your watch, entrust it directly to the care of the manufacturer, ELTON hodinářská, which has a tradition spanning more than 70 years.



The idea of manufacturing Czechoslovak wristwatches first emerged immediately after the end of the Second World War. Sixteen zealous enthusiasts embarked on this challenging mission in Nové Město nad Metují in the autumn of 1949. Thanks to their ingenuity and resourcefulness, the first watch prototype, which was named SPARTAK, was made in the early 1950s. It was driven by a movement that, aside from a few components, had been produced by employees of the factory in Nové Město nad Metují. We must bear in mind that a mere eight countries in the world were capable of producing mechanical watches at that time.

The PRIM brand, which was then being used for alarm clocks and wall clocks manufactured in the other plants of the Chronotechna national enterprise, was eventually selected for the wristwatches. Initially, the identical logo called "loaf" was used. However, its appearance was later simplified to conform to modern dial design requirements. Designer Josef Žid created the PRIM "standing" logo used for wristwatches since the 1970s. The need for a new graphic style of the brand was also backed by the fact that the factory manufacturing watches in Nové Město nad Metují became completely independent in 1969 and acquired the name that it bears to this day – ELTON.

Demand gradually diminished in the 1990s due to the export of cheap Asian goods, and for a while it looked like the manufacture of Czech wristwatches had no future. Fortunately, interest in domestic products was gradually revived, and ELTON hodinářská today ranks among the watch-making factories that place heavy emphasis on manual work, precision and an individual approach to customers.



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