

For those who know.

prim.cz/en



Barbara Uher Hanková

Director of Prim

DISCOVER PRIM

Prim is a Czech watchmaking brand. We are among the select few watch manufacturers in the world capable of designing and manufacturing our own movements. In Nové Město nad Metují, we have been assembling even the smallest components for 77 years – from the first technical drawing to the final regulation, in workshops and on timepieces completed by generations of watchmakers.

Prim Manufacture Calibres

At the heart of our most prestigious timepieces are the Prim 95 and Prim 98 manufacture calibres. We develop and manufacture these movements entirely in-house. With a watch powered by a Prim manufacture calibre, you can be certain that its most valuable component was made in the Czech Republic. You are investing in the craftsmanship of the people who created it.

Iconic Models

Spartak was the first Czechoslovak wristwatch. Orlík was originally developed for the Czechoslovak Army. Other icons of the brand include Diplomat, Pavouk and Sport. We consciously preserve these models, keeping them alive, developing them further and passing their legacy on. One day, some of them will have been with us for more than a century.

A Watch for Everyone

Behind every watch are the hands of real people – whether it is one of our accessible models or one of our most sophisticated and exclusive timepieces. The price of a watch is determined above all by the amount of skilled handwork involved. We want Prim watches to be worn by everyone, from children to the oldest generation. That is why our collection is broad, and we believe everyone can find a Prim watch of their own – perhaps even more than one.

Where to Find Us

On the wrists of many people around you – and that gives us the greatest pleasure. You can also visit our Prim boutiques in Nové Město nad Metují, Frýdek-Místek and in the historic centre of Prague.

For those who know.



PRIM & LEBKA

Prim Lebka was created as an entirely personal, one-of-one project (1/1). Based on the Orlík II, the watch becomes a powerful form of personal expression centred around the skull motif. The design combines the refinement of fine engraving with an aesthetic referring to metal and rock music – an essential part of the owner's life.

The execution is defined by extensive hand engraving across the case, caseback and buckle. Every detail is created individually and cannot be replicated. At the heart of the watch is the self-winding Prim 95 manufacture calibre.





PRIM & FIOCCHI

A collaboration with the traditional Italian company Fiocchi, one of Italy's largest and oldest ammunition manufacturers. The Prim Orlík manufacture mechanical watch features the colours of the Italian flag and the company logo on the crown. The caseback incorporates a replica of a pressed-in cartridge projectile, complemented by an individual inscription.





PRIM & FOOTSHOP

A quartz watch created for Footshop, featuring several hidden details inspired by the world of premium sneakers. Only ten pieces were produced, each carrying a message on the caseback:

It's always the right time to wear good sneakers.







PRIM BOTAS 77 LE

A collaboration between two Czech brands founded in the same year, 1949, and celebrating their shared 77th anniversary in 2026. The Prim Botas 77 LE is based on the Prim Sport 68 collection and features a black-and-gold dial with the Botas logo. Through the sapphire crystal caseback, the rotor can be seen decorated with a sneaker motif and the individual limited-edition number.

Only 77 pieces were produced. From every watch sold, CZK 3,400 went directly to Botas to help restore operations following the fire in the high-rise building where the company's warehouse was located.

The edition sold out within three days.







PRIM & VASKY

A bespoke edition created for the Zlín-based footwear brand Vasky to mark its 10th anniversary. Ten pieces were produced, powered by the Miyota 8215 automatic movement. Vasky presented piece No. 1 to the President of the Czech Republic. The remaining watches from the Vasky & Prim 10 LIMITED edition sold out within a matter of days.





PRIM & NCOZ
– CZECH POLICE





PRIM & FIRE RESCUE SERVICE OF THE CZECH REPUBLIC





PRIM & ČSA

In 2018, we were approached by ČSA pilots who wanted a watch that would tell the story of their airline. In 1957, ČSA became the world's second airline to introduce jet aircraft, while the Prague–Moscow route became the first route in the world operated exclusively by jets. In 1962, the airline crossed the Atlantic for the first time on its Prague–Havana service.

But ČSA was never merely an airline. Above all, it was about people, their craft and their friendships. The Prim ČSA edition was created as a tribute to them.

"ČSA was, above all, a community of friends fascinated by aircraft, aviation fuel and distant horizons." Jiří Hruška, ČSA Chief Pilot, 2009–2016





PRIM & ČSA 2023

Another playful Prim ČSA customisation. The design was developed directly with pilot Jiří Hruška, who consulted on the concept and refined it into its final form. The edition comprised 100 pieces and was released to mark the centenary of Czechoslovak Airlines.





PRIM & FK VIKTORIA ŽIŽKOV

A football club with a rich history, translated into a Prim watch in the club's colours. At the customer's request, the hour markers are highlighted in colour, while the caseback bears the club crest. A watch that proudly expresses club affiliation.





PRIM & HC VÍTKOVICE RIDERA

We have enjoyed a long-standing partnership with HC Vítkovice Ridera. Since 2018, we have been producing bespoke watches for the team and the club's partners. Hockey is a team sport, and this edition was created in the same spirit: the club management worked together with our graphic design studio on the design. Each of the four models carries its own number and the club name.

The ladies' model is set with 12 diamonds, while the titanium sports model is finished in the club colours. Watches worn by the team and by those who stand behind it.





PRIM & BFGT

A hole-in-one takes experience – and a considerable amount of luck. Who has achieved one on the BFGT golf tour? You can recognise them by one of these individually customised watches.





PRIM & BUDVAR

The Prim Budvar limited edition demonstrates that a corporate watch can be both luxurious and elegant. The figure 1,328,824 on the dial records the brewery's successful 2021 export volume in hectolitres. The mechanical watch features automatic winding, a 316L stainless-steel case polished to a high gloss and a Swiss STP5-15 calibre with 26 jewels. A sapphire crystal protects the dial with its contemporary hour markers. Unusually, the Prim logo is positioned at 3 o'clock.





PILSNER URQUELL

In 2022, Pilsner Urquell celebrated 180 years since brewing its first batch of beer. To mark the anniversary, we created a limited edition of 180 watches, each individually numbered and featuring a different year from the brewery's history on the caseback. The dial carries subtle Pilsner Urquell insignia. An auction in support of Centrum Paraple raised a record CZK 5,782,260 to help people living with spinal cord injuries.





PRIM & PETROF

A collaboration with a renowned Czech manufacturer of grand and upright pianos. The quartz watch features subtle details linking the Prim and Petrof brands, respects the company's signature colours and carries the family coat of arms at the tip of the seconds hand.





PRIM
& DBRC JAGUAR

A bespoke watch created for DBRC Jaguar. The customer requested a dedicated edition in the colours of a racing car. The result is a retro-inspired Prim model with a green dial, an anniversary number on the crown and the edition number visible through the exhibition caseback. A discreetly embossed logo on the leather strap completes the design.




PRIM
PRIM
SPECIALNÍ
EDICE
CXS
STAINLESS STEEL 5ATM CZECH MADE PRIM PARITA
CLASSICAL COLLECTION

PRIM & CANIS


PRIM
5 ATM
WATER RESISTANT
CZECH MADE
PRIM
SPECIMEN
EDICE
CXS
STAINLESS STEEL 5ATM WATER RESISTANT ALL
22
Genuine Le



PRIM
& ZAPA BETON

A Prim watch edition designed for Zapa beton and intended for its employees. The clean, dress-style dial is complemented by the company logo and luminescent hands. Each piece is further personalised with a specific year.





CUSTOMISATION

Your own motif can also be created on the caseback. Czech biathlete Tereza Voborníková chose to have the things closest to her engraved on her Laguna-coloured Prim Spartak 39 – mountains in winter and summer, and the nature where she spends much of her time. We wish her every success and look forward to what comes next.



Tereza Voborníková

Olympic medallist, biathlete
Prim Brand Ambassador



JIŘÍ RAŠKA
50 YEARS SINCE GRENOBLE





K.U.K.
KRIEGSMARINE





PRIM TRAKTOR – FAMILY CUSTOMISATION

The Prim Traktor model is available here in three executions, differing in colour, material and size. Family editions can also include bespoke catalogues telling the family story and carrying a personal message or dedication. Every family can have an edition of its own.







PRIM LEGENDY 2026

This limited edition was created in collaboration with Lubor Kos, founder of the Legendy automotive festival. He brought his own perspective as an enthusiast of both cars and watches to the design. The 44 mm case and asphalt-textured dial feature silhouettes of cars that have left their mark on automotive history.

The edition was produced in six colour variants, each limited to 100 individually numbered pieces. The caseback of your Prim Legendy 2026 can be personalised with your first name, surname and vehicle registration number.





PRIM 500 KM SLOVENSKÝCH FIVA RALLY 2026

Slovakia's most famous road race was born in 1937. Five hundred kilometres of open roads: Bratislava, Malacky, Pezinská Baba and back. No barriers, no margin for error. Just machines, courage and asphalt. This atmosphere inspired a limited edition paying tribute both to the race and to those who still today partake in it from behind the wheel of historic cars. The silver-white textured dial evokes the painted dashboards of pre-war racing machines, while blue details reference period competition markings and the route itself. Only 50 pieces were released.





PRIM & TATRA 87

An Orlík created for classic-car enthusiasts, with an extensive degree of bespoke customisation. The dial references the speedometer of the Tatra 87, while the caseback features a laser-engraved image of the car.





PRIM & TATRA

The Prim Orlík mechanical watch and the Tatra T815 Dakar. Two Czech names that need no introduction. A top-tier manufacture timepiece created for the most discerning clients.





PRIM
& TATRA 17

The character of this watch draws inspiration from the historic Czech Tatra 17 automobile, with an emphasis on robustness, functionality and clean design. Created as a unique one-off piece, it carries the owner's deeply personal story through both its details and overall aesthetic, bringing together two passions: watches and classic cars. Inside the titanium case beats an in-house self-winding movement protected against shocks and magnetic fields.





PRIM SLOVENSKÁ STRELA

Slovenská strela returns in a watch created for admirers of the legendary train. A dark, refined dial incorporating Tatra-inspired motifs is complemented by a caseback depicting the famous train. The Tatra logo is set into the crown.







CREATE YOUR OWN DISTINCTIVE PRIM WATCH

We can customise a Prim watch so that it belongs to one person alone. Together with our team, you can personalise an existing model, or we can create a bespoke series for a company.

For anyone who wants to create an original Prim watch from a single piece onwards, we offer our "Build Your Own Prim" project.

Our most requested customisation is a monogram or personal dedication. A logo, text or symbol can be applied to the dial, case or caseback. We also offer a range of strap customisations, allowing your logo, initials or other symbols to be incorporated. A small detail that transforms a watch into something truly personal.

Contact us at individualizace@prim.cz

CUSTOMISATION




13037
AUTOMATIC
JAPAN
TWENTY-FOUR
RESISTANT


SPÁJAME VIAC,
AKO BODY NA MAPE


CZECH
MADE


Familia Supra


1923 - 2023
PRIM
LIMITOVANÁ EDÍCE


PRIM SPORT LEGENDA SPECIÁL
475.1
SAFÍROVÉ SKLO
OTVÁRA







A B C D E F G H I

A. CASE – SIDE – laser engraving

B. CASE – FRONT – laser engraving

C. SOLID CASEBACK – QUARTZ – laser engraving

D. EXHIBITION CASEBACK – pad printing, UV printing

E. MOVEMENT ROTOR – laser engraving

F. DIAL – 3D monogram, pad printing, UV printing

G. STRAP – decorative stud, embossing, printing

H. PRESENTATION BOX – printing, laser engraving, embossing

I. OTHER – creation of a unique watch

TYPEFACE SELECTION

SANS-SERIF

Arial regular 9 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SERIF

Libre Baskerville regular 9 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

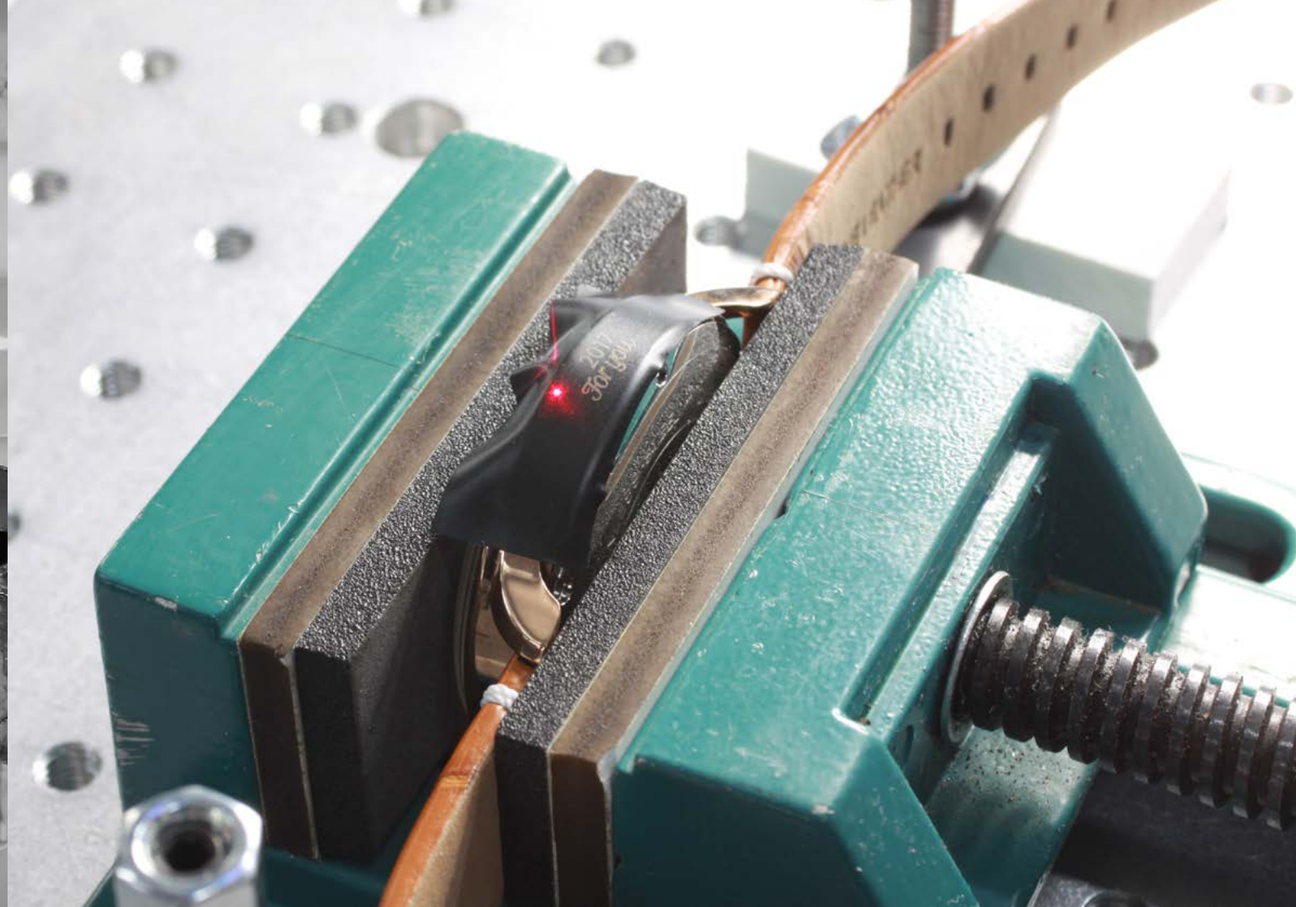
SCRIPT

Courgette regular 9 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

For more information and examples of our customisation work, visit **prim.cz/individualizace/**


PRIM



CUSTOMISATION



BESPOKE WALL CLOCKS

Your home, office or representative space can carry a message of its own – even through a clock. We create bespoke wall clocks for companies as well as individual gifts. A company logo, a child's drawing, a photograph of a dog or a dedication to someone important to you: our designers will develop the artwork with you from the very first idea.

Contact us at info@prim.cz
















Buondi
caffè


60
years
15
MERIDIAN
30
Ltd


Bata


Bata


PRIM


PRIM
ČEZ LIPNO
SPORT FESTIVAL


ELTON
1969
Blanka Matragi


PRIM
ORLÍK


TATRA
M 290


Bata


PRIM
CASA CECA
CZECH HOUSE
2026


VAGÓN CAFE BAR
SINCE 2000

DODAVATEL 2017 – 2028

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