

# PRIME

ARCHERY



2018 PRODUCT CATALOG

# PRIME

ARCHERY



**PRIME**  
ARCHERY

*For the past 7 years, the innovative minds at Prime have introduced some of the most advanced bows to the archery world. In an industry already saturated with companies that claim to have the best, we're proud to make more than just another proverbial mousetrap. The Prime team has a unique passion that is dedicated to identifying problems. As technology leaders in this industry, we believe that it is our responsibility to solve those problems that no other company is willing to solve, in order to advance the sport of archery. Under the Prime name, we design and produce the highest-quality, most advanced bows money can buy. If a bow says Prime on the limbs, the shooting experience will be nothing short of exceptional.*

## **AMERICAN MADE**

*Prime Bows are proudly made in America, by Americans. Designed by diehard hunters and dedicated archers our high quality standards will continually increase as we strive to be the leaders of technological advancements in the archery world.*





# WHAT IS PROJECT CENTERGY?

Project Centergy is the result of countless hours of research with the goal of developing a bow that is balanced far better than any other bow available. This was achieved by centering the grip of the bow. Transferring the energy from the archer through the center of the bow.

## WHY IS A CENTER GRIP IMPORTANT?

We spend the majority of our shooting sequence at full draw, so the goal is to reduce pin movement as much as possible. A center grip bow provides the best possible balance at rest and full draw even before it is fully set up allowing the archer to get on target quicker and stays on target longer.

## HOW WAS PRIME ABLE TO ACHIEVE WHAT OTHERS COULD NOT?

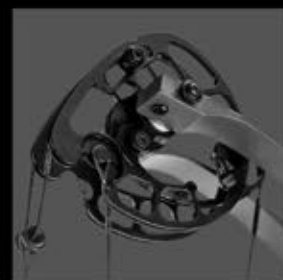
The secret is in the cam system. Prime knew Project Centergy would not succeed if the bow could not tune properly, so straight and level nock travel was an absolute must. The TRK, TRC, and TRM cam systems were the needed pieces for this puzzle.

## WHAT DOES THIS ALL REALLY MEAN?

- **MORE STABLE PLATFORM THAT IS EASIER TO AIM**
- **BALANCED SYSTEM WITH LESS WEIGHT ON THE BOW**
- **LESS PIN MOVEMENT**
- **LESS TWEAKING THE BOW TO KEEP ON TARGET**

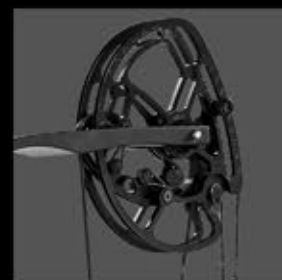
## BALANCE IS NOT SOMETHING YOU FIND, IT IS SOMETHING YOU CREATE.

Centergy Technology doesn't just mean a center grip riser. It means creating a Cam System that is designed to accommodate the difference in string length so it can be tuned. It means creating a riser that not only is center balanced, but reacts to the side load caused by the cables so all movement is synchronized. It means creating a system that helps the archer shoot better.



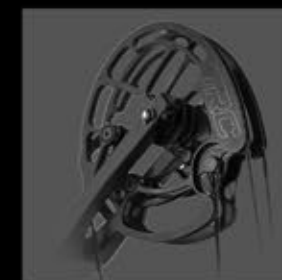
### TRM

Our widest parallel cams to date take cam lean completely out of the picture.



### TRK

Level nock travel virtually and horizontally means consistent accuracy.



### TRC

Designed by target archers for target archers to provide infinite adjustments and increased holding weight.



### CENTER GRIP

Where balance begins and pin movement at full draw ends.



### X GRIP

Torque fighting design with consistent placement and comfort in mind.



### SWERVE

Strategically placed in the lower half of the riser to match the movement in the upper half.

TAC OPS

TACTICAL TAN

GHOST GREEN

RECON GRAY



Black

Emerald Satin

Electro Magenta Satin

Malbec Red Satin

Blood Red

Electro Teal Satin

Electro Blue

Electro Orange

**PRIME**  
CUSTOM SHOP

**CHOOSE YOUR LIMB COLOR...  
CHOOSE YOUR RISER COLOR...  
IT'S THAT EASY!**

White

RealTree

FirstLite  
Cipher

FirstLite  
Fusion

Optifade  
Open Country

Optifade  
Sub Alpine

Optifade  
Elevated II

Black

Recon Gray

Ghost Green

Tactical Tan



**NEW SOLID COLORS**

All New Tactical operations color schemes are strategically matched solid colors designed to fit virtually every terrain out there.

*\*SOME LIMITATIONS MAY APPLY... CERTAIN BOW MODELS MAY NOT HAVE THE SAME OPTIONS.*



**"IT JUST  
MAKES SENSE"**  
- NATE GRACE  
C.O.D. PRIME ARCHERY

Speed  
330fps

Brace Height  
7"

Axle to axle  
31"

Draw length  
24.5" - 30"

Mass weight  
4.3 lbs  
(out of the box)

Pounds  
30-40  
40-50  
50-60  
55-65  
60-70  
70-80

Camo options  
RealTree Edge  
FirstLite Fusion  
FirstLite Cipher  
Optifade Elevated 2  
Optifade Subalpine  
Optifade Open Country

Also available in



Ghost Green  
Tactical Tan  
Recon Gray  
Black

**LOGIC**

Ideally suited for western hunters and those hunting in tight quarters, the 31" Logic features Centergy Technology, a center grip designed riser with a lower center of gravity. This center grip drastically reduces pin movement while aiming, allowing you to get on target quicker and stay on target longer, resulting in quicker, and more consistent shots. Along with the unique riser design, the Prime Logic sports the "Swerve." The Swerve is a strategically placed curve in the riser that ensures the top and bottom portions of the riser are moving in unison, resulting in a more consistent draw cycle and greater accuracy. With reduced noise and vibration, the Logic also sports shorter split limbs and a wider cam system, eliminating natural lean and increasing consistency.

**LOGIC**



**"I HAVE NEVER  
HAD A BOW  
PERFORM  
BETTER  
THAN THIS"**

**-JASON MATZINGER  
INTO HIGH COUNTRY**

**Speed**  
333fps

**Brace Height**  
6.5"  
(long draw version  
add 1")

**Axle to axle**  
33.25"

**Draw length**  
24.5" - 31"

**Mass weight**  
4.3 lbs  
(out of the box)

**Pounds**  
30-40  
40-50  
50-60  
55-65  
60-70  
70-80

**Camo options**  
RealTree Edge  
FirstLite Fusion  
FirstLite Cipher  
Optifade Elevated 2  
Optifade Subalpine  
Optifade Open Country

Also available in  
**TAC OPS**

Ghost Green  
Tactical Tan  
Recon Gray  
Black

# CENTERGY

The all-new Prime Centergy brings downrange accuracy to unprecedented levels. The Centergy features a Balanced Targeting System, making it easier for you to get on target fast—and stay there longer. The Prime Centergy: Paint your target like a pro.

# CENTERGY



“WHEN SECONDS  
COUNT... NOTHING  
BEATS CENTERGY  
TECHNOLOGY”

-STEVE ECKLAND  
NEXT LEVEL HUNTER

Speed  
335fps

Brace Height  
6"  
(long draw version  
add 1")

Axle to axle  
35"

Draw length  
24.5" - 31"

Mass weight  
4.5lbs  
(out of the box)

Pounds  
30-40  
40-50  
50-60  
55-65  
60-70  
70-80

Camo options

RealTree Edge  
FirstLite Fusion  
FirstLite Cipher  
Optifade Elevated 2  
Optifade Subalpine  
Optifade Open Country

Also available in



Ghost Green  
Tactical Tan  
Recon Gray  
Black

## CENTERGY HYBRID

With an extended axle-to- axle length and a super stiff 82X aluminum riser, the Centergy Hybrid is the perfect crossover bow that's as comfortable in the field as it is on the line. Make 40 yards the new 20 yards with the incredibly balanced, ultra-accurate and unbelievably deadly Centergy Hybrid.



# CENTERGY

GSPRIME.COM





Speed  
333fps

Brace Height  
6.5"  
(long draw version  
add 1")

Axle to axle  
33.25"

Draw length  
24.5" - 31"

Mass weight  
4.1 lbs  
(out of the box)

Pounds  
30-40  
40-50  
50-60

Camo options  
RealTree Edge  
FirstLite Fusion  
FirstLite Cipher  
Optifade Elevate 2  
Optifade Subalpine  
Optifade Open Country

Also available in



Ghost Green  
Tactical Tan  
Recon Gray  
Black

**"I HAD THIS BOW  
TUNED AND SIGHTED,  
IN ABOUT 5 MINUTES...  
SUPER ACCURATE!"**

**-LINDSAY CHRISTENSEN**  
EXTREME HUNTRESS

**CENTERGY**  
**AIR**

The Centergy Air integrates all the accuracy enhancing features of the Prime Centergy, but it sports a lighter riser and a more streamlined grip. If you have a lot to pack and a long way to go, or you simply prefer a lighter bow, the Centergy Air is your new companion. The Centergy Air gives you maximum performance in a lighter package—a great fit for every hardcore huntress.

**CENTERGY**





“IF YOU CAN'T  
TUNE THIS BOW  
YOU SHOULD  
JUST HANG  
IT UP”

-DAVE COUSINS  
PRO ARCHER

Speed

315fps

Brace Height

6.9" / 7.2"

Axle to axle

36" / 39"

Draw length

24.5" - 30" (36" ATA)

25.5" - 31" (39" ATA)

Mass weight

4.3 lbs / 4.6 lbs.

(out of the box)

Pounds

30-40

40-50

50-60

60-70

Color options

Recon Gray

Tactical Tan

Ghost Green

Black

Electro Teal Satin

Electro Orange

Electro Blue

Emerald Green Satin

Malbec Red Satin

Electro Blood Red

Electro Magenta Satin

**X1**  
CENTERGY

The all-new Centergy X1 series is powered by Centergy Technology, Prime's center grip technology. With the grip at the center of the riser the archer optimizes the ability to aim and keep pin movement, at full draw, to its minimum. This is due to its lower than normal center of gravity, which naturally promotes a better balance even before stabilizers are added. The X1 also features the **X1 GRIP** an offset grip that has been engineered around the biology of the archer's hand. It is designed to reduce the natural torque found in most shooting forms and will even help reduce the time needed to tune the bow. The TRC cams complete this package with custom adjustments to limb or cable stops and increased holding weight for the perfect competition hold.

CENTERGY



**Speed**  
323fps

**Brace Height**  
6.75"

**Axle to axle**  
36"/39"

**Draw length**  
23.5" - 30" (36" ATA)  
24.5" - 31" (39" ATA)

**Mass weight**  
4.3 lbs/4.6 lbs.  
(out of the box)

**Pounds**  
30-40  
40-50  
50-60  
60-70

**Color options**  
Recon Gray  
Tactical Tan  
Ghost Green  
Black  
Chrome  
Electro Teal Satin  
Electro Teal  
Electro Orange  
Electro Blue  
Emerald Green Satin  
Malbec Red Satin  
Electro Blood Red  
Electro Magenta Satin

**ONE**  
STX 36 V2

**ONE**  
STX 39 V2

**"GREAT SHOOTING BOW,  
ROCK SOLID PLATFORM,  
AND THE BEST  
LOOKING FINISH IN  
THE INDUSTRY"**

**-PAUL TEDFORD**  
PRO ARCHER

**10% STIFFER  
RISER DESIGN**



We changed the riser material to 82X aluminum making it 10% stiffer. We added an additional lower stabilizer mount. We created a new color process giving you the best looking bow out there. We also added the PCS cam system. A cam system with an amazing amount of adjustability where you can pick a cam set that fits your preference, from super smooth to super aggressive, the choice is yours. The STX 36 & 39 V2 has been proven as a podium winner. Get the STX V2 in the new color options or in the original Electro colors from 2017.

**ONE**

[GSPRIME.COM](http://GSPRIME.COM)





# PRIME



# TOTAL ARCHERY CHALLENGE

## LIFE IS BETTER WITH A BOW

### THE GREATEST ARCHERY EXPERIENCE EVER!

Come join the fun... The best way to stay sharp, accurate, and confident when opening day finally does roll around is at The Total Archery Challenge. Meet some TV celebrities and hang out at the Prime booth...The Total Archery Challenge is the most fun you will ever have shooting your bow!



San Antonio, Texas  
Big Sky, Montana  
Seven Springs, Pennsylvania  
Salt Lake City, Utah  
Terry Peak, SD  
Boyne Mountain, MI

To book your archery fun time, visit:  
[www.totalarcherychallenge.com](http://www.totalarcherychallenge.com)

# SHERPA QUIVER

## ARE YOU SHERPA ENABLED?

- **ULTRA QUIET AND DURABLE RUBBER LINING AND GRIPPERS**
- **SHERPA QUICK DETACH SYSTEM FOR 1 AND 2 PIECE MODELS**
- **WORKS WITH FIXED BLADE AND MECHANICAL BROADHEADS**
- **COMPATIBLE WITH SHERPA ENABLED BOWS**

**CONTACT YOUR LOCAL PRIME DEALER TO LEARN HOW YOU CAN BE SHERPA ENABLED.**

THE SHERPA QUIVER COMES IN:  
REALTREE, FIRSTLITE FUSION, FIRSTLITE CIPHER, OPTIFADE OPEN COUNTRY, OPTIFADE ELEVATED II, OPTIFADE SUB ALPINE, AND BLACK

## PRIME ACCESSORIES

QUIVERS  
BOW CASES  
COLOR KITS  
CAMERA MOUNTS  
AND MORE...

CHECK OUT YOUR LOCAL PRIME DEALER.



**SHERPA AC**  
ACTION CAMERA  
\*CAMERA NOT INCLUDED





**PRIME**

Prime Archery  
P.O. Box 59  
34775 Potter St.  
Memphis, MI 48041  
Toll Free: 866.456.8836  
Fax: 810.392.2993

THESE PRODUCTS ARE COVERED BY ONE  
OR MORE OF THE FOLLOWING PATENTS  
PENDING:

6,290,903 • 6,595,881 • RE40,273  
6,817,269 • 6,935,976 • 6,997,827  
7,013,772 • 7,234,220 • 7,278,216  
7,314,419 • 7,543,389 • 7,597,095  
7,708,659 • 7,927,240 • 7,931,550  
7,993,224 • 8,109,261 • 8,281,774  
8,365,713 • 8,371,283 • 8,372,478  
8,424,511 • 8,449,415 • 8,449,416  
8,544,456 • 8,651,097 • 8,671,925  
8,778,461 • 8,784,628 • 8,839,772



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