

Product Announcement

Pro-Ject Primary E

Hi-Fi sound for everyone.

Didcot, Oxfordshire – 15th August 2018

Since its original launch in October 2016, the Primary turntable from Pro-Ject Audio Systems, the Vienna-based analogue hi-fi specialists, has been an overwhelming international success. Like with the now iconic Debut turntable, which was originally released in 1999 as the result of exactly the same design brief, the Primary was originally designed to bring true quality audio to those on a tight budget. Over the last two years it has won many friends at the price thanks to its ease of use, neat, retro aesthetic and premium audio performance.

Now, in 2018, the affordable turntable market is heavily populated with cheap, plastic-based designs with flimsy tonearms and sub-par cartridges that struggle to perform to a high standard and, in some cases, can even damage records. Pro-Ject want to provide customers of these turntables with a high-quality “Made in Europe” alternative that doesn’t break the bank, so they’ve updated the Primary in order to make it more affordable than ever before, without losing the quality fans of the brand have come to expect.

The Primary E still takes its overall design inspiration from a merging of the accomplished Elemental and the multi-award-winning Essential II turntable designs. The combination of the two inspirations results in a design that provides traditional aesthetics and a high-quality performance.



Like the original Primary, the Primary E uses the same 8.6” aluminium tonearm as the Elemental, with sapphire bearings for optimal tracking. The tonearm is pre-configured and specially engineered to perfectly match the supplied Ortofon OM pick-up cartridge, so there’s no need to set-up the tracking force or anti-skate during installation.

Unlike the original model, the Primary E now uses a direct-to-mains 230V motor. The design has been proven to work to a high standard on other popular Pro-Ject products, including the original award-winning Debut Carbon design. By removing the need for an external wall-wart power supply, the Primary E eliminates the need for any additional power signal processing but still retains a quiet, consistent motor rotation. The motor itself powers the same perimeter drive belt system as the original Primary.

In its general appearance, the Primary E still takes inspiration from the Essential II. It shares the Essential II's high-quality wood construction and the purpose-designed wood platter/felt mat combination for a lively, involving sound performance. The plinth is finished in matte black and the added benefit of this layout is in the included detachable dust cover.

The Primary E sets out to prove that hi-fi quality turntables don't need to be complicated. Simply install the belt and connect it to a system with an MM phono stage in order to enjoy vinyl playback on an affordable device that won't hurt your records. But though it's simple and safe, the Primary E then exceeds expectations at the price by delivering an audio performance that gets your foot tapping and gives a real introduction to high-quality two-channel hi-fi.

SRP £149.00

**The Pro-Ject Primary E is available across the UK now.
Available in Black finish.**

Technical Information

Device:	Perimeter Belt Drive Turntable
Speed:	33 and 45RPM (manual speed change)
Speed Variance:	33: 0.8% 45: 0.7%
Wow & Flutter:	33: 0.29% 45: 0.27%
Platter:	300 mm with felt mat
Main Bearing:	Stainless Steel
Tonearm:	8.6" aluminium
Effective Arm Length:	218.5 mm
Overhang:	22.0mm
Effective Tonearm Mass:	8.0g
Counterweight:	For Cartridges Weighing: 3 – 5.5g
Tracking Force Range	0 – 25mN (18mN pre-adjusted)
Included Accessories:	Dustcover, Felt Mat
Power Consumption:	4.5W (max.)
Dimensions (W x H x D):	420 x 112 x 330mm
Weight:	4.0kg



Notes for Editors

Consumer Contact for Publication

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About Pro-Ject Audio Systems

Pro-Ject Audio Systems are widely recognised as one of the finest turntable manufacturers in the world. Their mission is simply to produce the best sounding analogue components at the most competitive prices possible. The current range spans a huge variety of price points, with a variety of products targeted to key demographics or to accommodate any of the modern listener's unique requirements.

Based in the Austrian countryside, Pro-Ject Audio Systems use specialised manufacturing partners to produce all their products, and the entire turntable range is assembled with great skill, care and attention in the Czech Republic.



About Henley Audio

Henley Audio has been importing and distributing industry-leading hi-fi equipment to the UK and Ireland since 1997. With a passion for great sound and a firm focus on brand integrity, we work to deliver excellence in both product and service.

Formed as the result of a management buy-out of Ortofon UK, Henley Designs Ltd. (trading as Henley Audio) operates in-house sales, marketing, service, support and warehouse teams in order to offer the full turn-key solution for suppliers. The brands we represent are not only highly-regarded in their own right, but they also share a symbiotic relationship with other brands in our portfolio.

For more information, visit www.henleyaudio.co.uk

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