

PRIME™

by ®

PRIME™



SHOWN IN REALTREE AP

SHIFT™

FEATURES:

FORGED 7000 SERIES ALUMINUM

C1™ LAMINATED LIMBS

PARALLEL CAM™

TI-GUIDE™

SHIELD GRIP™

DURAFUSE™ FINISH

GORE™ 452X PERFORMANCE STRINGS

SPECS:

IBO (FPS):	332
AXLE TO AXLE (IN):	30"
BRACE HEIGHT:	7.00"
MASS WEIGHT (LBS):	4
DRAW LENGTH:	26" - 30"
DRAW WEIGHT (LBS):	50, 60, 70

AVAILABLE IN BLACK, ICE BLUE, OPTIFADE™ OPEN & FOREST AND REALTREE AP HD™

DURAFUSE
THE Toughest, Fastest & Most Versatile Finish

OPTIFADE
CONCEALMENT

GORE | Featuring GORE™ Performance Fibers

REALTREE
AP

PRIME™



PRIME FEATURES EXPLANATION

PARALLEL CAM™ TECHNOLOGY BALANCES THE LOAD EQUALLY ON EACH SIDE OF THE CABLE VIRTUALLY ELIMINATING ALL CAM LEAN, WHILE REDUCING HORIZONTAL NOCK TRAVEL, LIMB FATIGUE AND SHOOTER INDUCED TORQUE.

FORGED 7000 SERIES ALUMINUM RISER - THE FIRST OF ITS KIND, OUR FORGED 7000 SERIES T6 ALUMINUM IS TWICE AS STRONG AS THE 6061 T6 ALUMINUM OUR COMPETITORS USE. 7000 SERIES ALLOY ALLOWS US TO MAXIMIZE RISER STIFFNESS AND REDUCE SHOOTER'S HAND SHOCK.

C-1™ LAMINATED LIMBS PROVIDE ULTIMATE STRENGTH AND REPEATABILITY. THE C-1 CROSS WEFT DESIGN SIGNIFICANTLY REDUCES TORSIONAL STRESSES IN THE LIMB, PRODUCING IMPROVED CONSISTENCY AND ACCURACY SHOT AFTER SHOT.

TI-GLIDE™ TITANIUM FLEXING CABLE SYSTEM - OUR ULTRA FLEXIBLE TITANIUM CABLE GUARD SYSTEM REDUCES CAM LEAN BY 25% BY REDUCING SIDE LOAD ON CABLES DURING DRAW. WORKING IN CONJUNCTION WITH THE PARALLEL CAMS, CAM LEAN IS VIRTUALLY ELIMINATED. THE TITANIUM CORE IS ULTRA LIGHT WEIGHT BUT PROVIDES SUPERIOR STRENGTH AND CONSISTENCY WITH EVERY SHOT.

SHIELD GRIP™ - THE FIRST OF ITS KIND IN THE INDUSTRY, MADE OF G10 MATERIAL THAT REPELS WATER, ODORS OR ANY OTHER UNWANTED ELEMENT. IT STAYS DRY AND COMFORTABLE IN THE HAND NO MATTER THE CONDITIONS

DURAFUSE™ FINISH - OUR PATENTED PROCESS PROVIDES ENORMOUS DURABILITY AND EXTREMELY HIGH IMAGE QUALITY.

GORE™ FIBERS STRINGS AND CABLES - OUR PROPRIETARY STRING MATERIAL IS A HIGH PERFORMANCE BLEND OF GORE PERFORMANCE FIBERS AND BCY™ 452X. THE MARRIAGE OF THESE TWO INDUSTRY LEADERS CREATES A SUPERIOR STRING THAT INCLUDES KEY BENEFITS OF LESS VIBRATION, REDUCTION IN NOISE, AND INCREASED DURABILITY.

100 CYCLE ASSURANCE - PRIME SEEKS TO DELIVER THE HIGHEST LEVEL OF QUALITY ASSURANCE IN THE BOW INDUSTRY. EVERY PRIME BOW IS FULLY ASSEMBLED AND TUNE. G5 THEN TAKES THE EXTRA EFFORT OF CYCLING EVERY BOW 100 TIMES ON AN AUTOMATED CYCLING MACHINE, AND THEN SUPER TUNES THE BOW AGAIN. THIS PROCESS ENSURES THAT STRINGS ARE PROPERLY STRETCHED, AND LIMBS AND LIMB POCKETS HAVE PROPERLY SETTLED - ELIMINATING THE NEED TO RETUNE YOUR BOW AFTER YOUR FIRST 100 SHOTS.

THE MOST ACCURATE AND EFFICIENT PATH OF AN ARROW FROM FULL DRAW TO THE TARGET IS THE STRAIGHTEST PATH.

THE PROBLEM

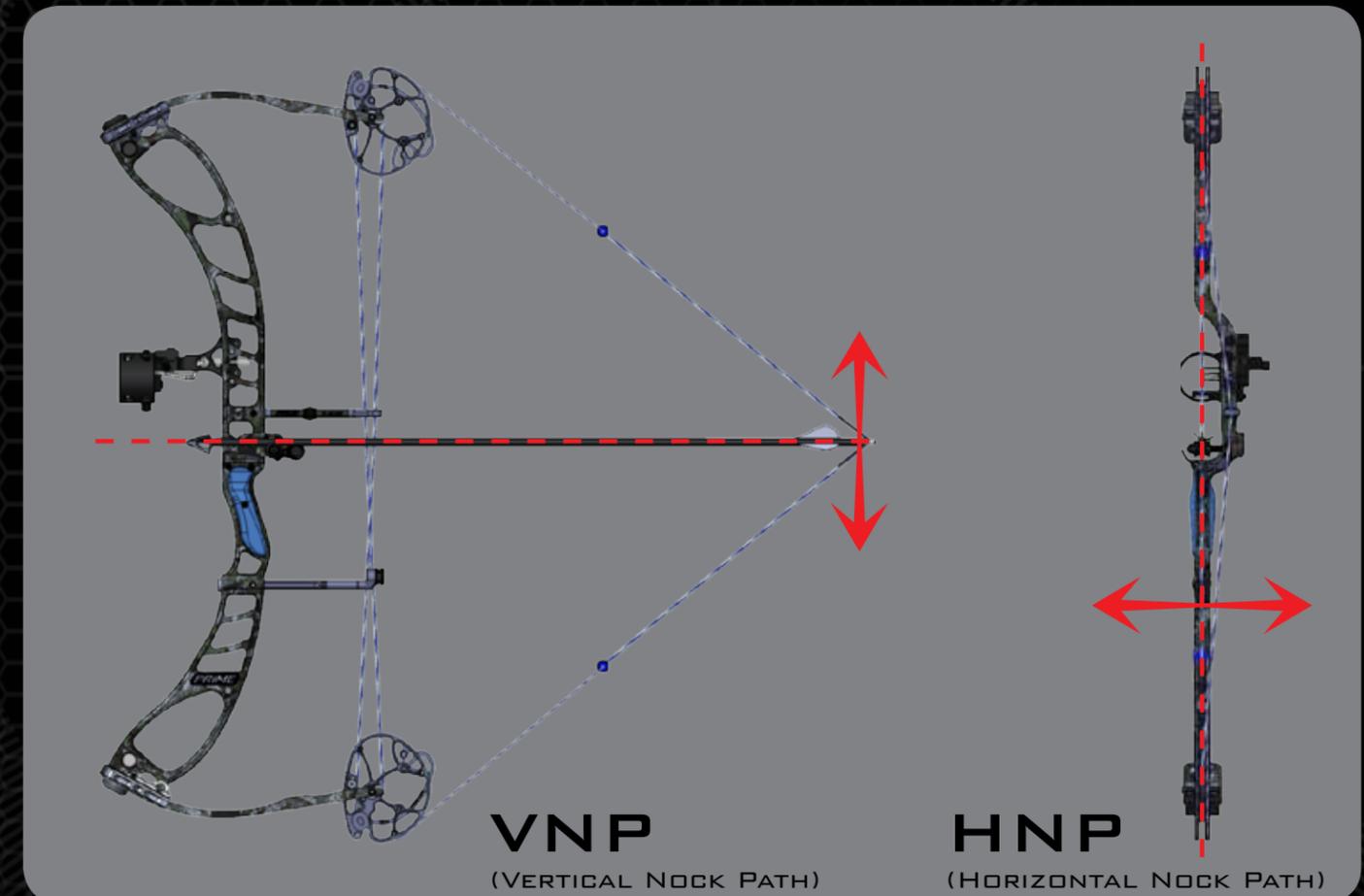
EVERY BOW'S NOCK PATH TRAVELS IN TWO PLANES, A VERTICAL PLANE, WHICH THE INDUSTRY HAS SOLELY FOCUSED ON FOR THE LAST 20 YEARS, AND A HORIZONTAL PLANE. AT PRIME WE DECIDED TO TAKE BOTH PLANES HEAD ON.

CAM SYNCHRONIZATION IS THE BIGGEST COMPONENT TO VERTICAL NOCK PATH, (VNP). THE BETTER YOU SYNCHRONIZE THE UPPER AND LOWER CAMS IN A DUAL CAM OR CAM AND HALF SYSTEM THE STRAIGHTER AND MORE LEVEL THE VNP.

CAM LEAN IS THE BIGGEST COMPONENT TO HORIZONTAL NOCK PATH, (HNP). SINCE THE STRING CONNECTS THE UPPER AND LOWER CAMS/ECCENTRICS, THE LESS THE CAM LEANS WHETHER IT IS A SINGLE CAM, CAM AND HALF OR DUAL CAM, THE STRAIGHTER AND MORE LEVEL THE HNP.

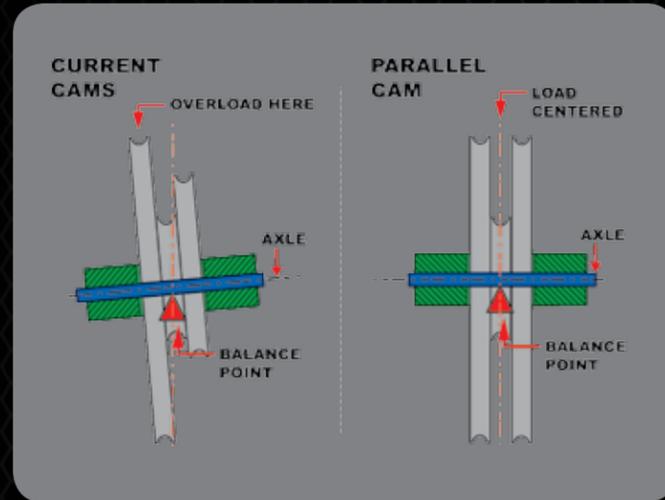
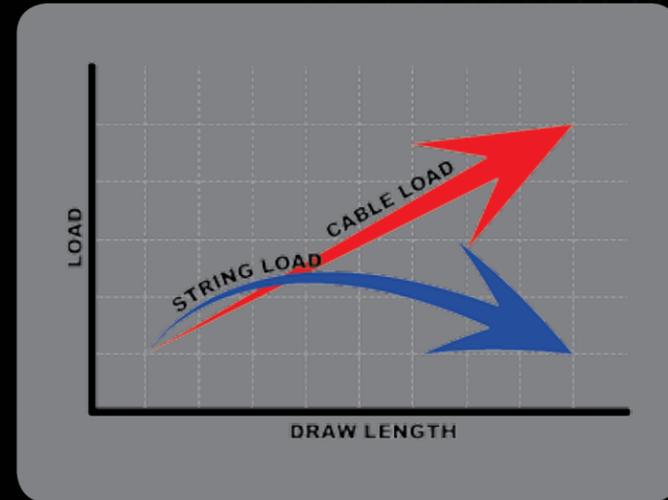
CAM LEAN IS CAUSED BY TWO MAIN COMPONENTS:

- 1.) UNBALANCED LOADS ON THE AXLE.
- 2.) CABLES BEING PULLED TO THE SIDE BY THE CABLE GUARD.



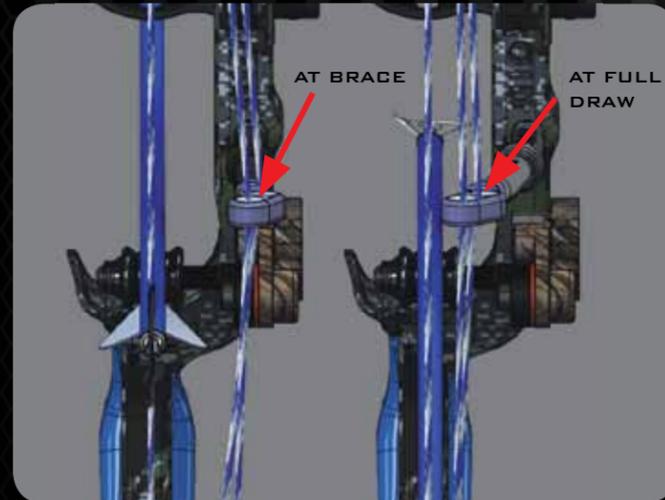
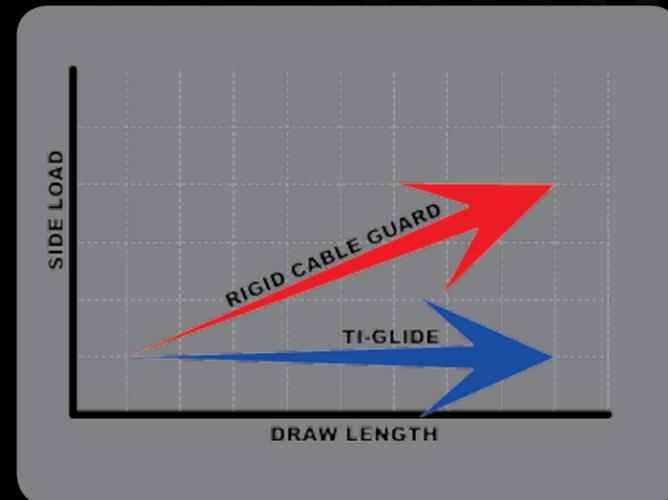
THE SOLUTION:

PARALLEL CAM TECHNOLOGY - WHETHER APPLIED TO SINGLE CAMS, CAM AND A HALF SYSTEM, DUAL CAM SYSTEMS, OR ANY CURRENT CAM SYSTEM/CONCEPT - HAS THE ABILITY TO BALANCE THE LOADS ON THE AXLE. PLACING BOTH THE STRING LOAD AND CABLE LOADS IN THE CENTER OF THE AXLE, CAM LEAN IS REDUCED BY AT LEAST 75%. THUS, WHEN THE STRING IS PULLED BACK AND THE STRING LOAD DYNAMICALLY CHANGES INCONSISTENTLY WITH THE DYNAMICALLY CHANGING CABLE LOADS, THEY REMAIN BALANCED SINCE THEY ARE IN THE CENTER OF THE AXLE. CURRENT CAM SYSTEMS DO NOT PLACE THE STRING AND CABLE LOADS IN THE CENTER OF THE AXLE AND THUS LEAN, OR TEETER-TOTTER.



TI-GLIDE TECHNOLOGY HAS THE ABILITY TO REDUCE AND REGULATE THE AMOUNT OF SIDE LOAD GENERATED BY PULLING THE CABLES OUT OF THE PATH OF THE ARROW, THUS REDUCING THE LAST 25% OF CAM LEAN. THIS IS DONE BY TI-GLIDE'S EXCLUSIVE TITANIUM SPRING ROD THAT ALLOWS THE CABLE GUARD TO FLEX INWARDS AS THE CABLE LOAD INCREASES. WHEN THE STRING IS RELEASED THE CABLE LOAD REDUCES AND THE TITANIUM SPRING PULLS THE CABLES BACK OUT OF THE PATH OF THE ARROW.

A RIGID CABLE GUARD SYSTEM WILL HAVE AT LEAST 3X THE AMOUNT OF NEGATIVE SIDE LOAD COMPARED TO THE TI-GLIDE CABLE TECHNOLOGY.



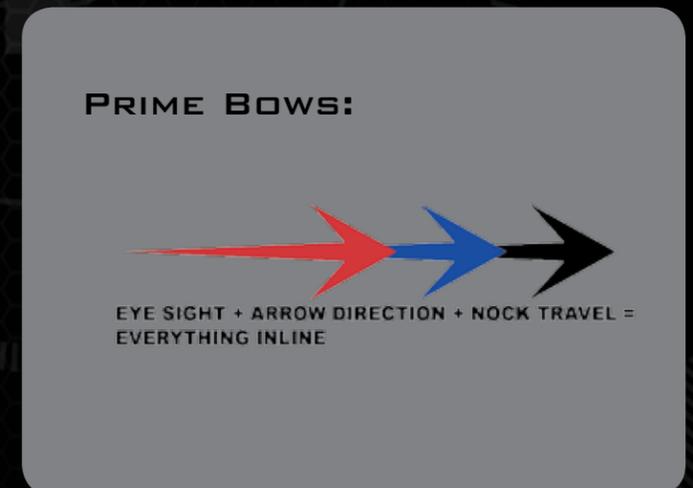
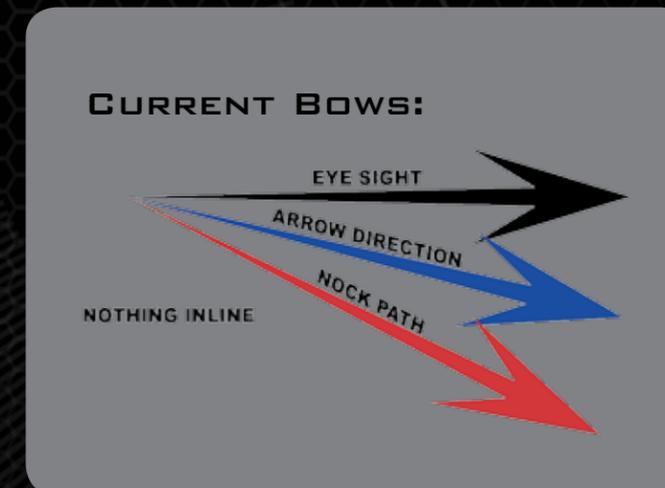
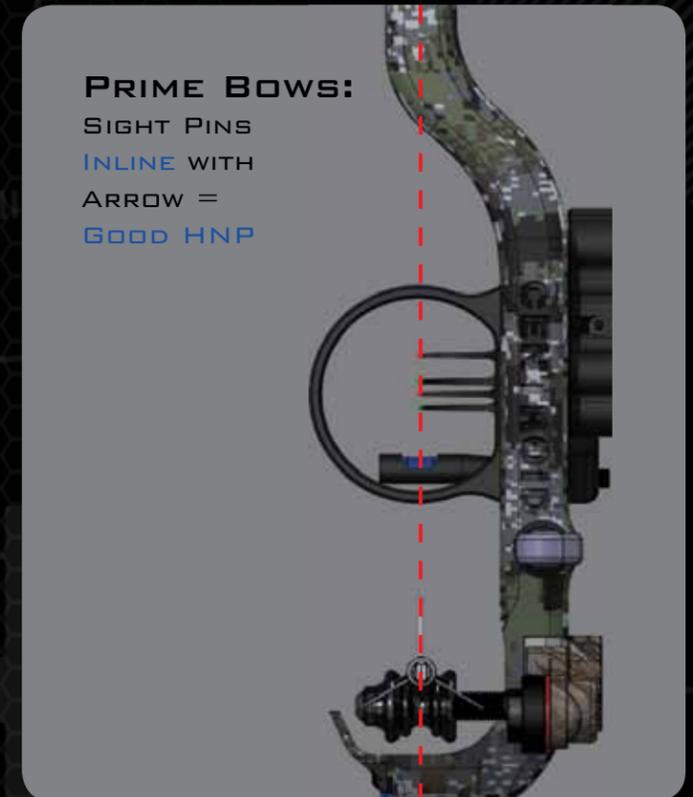
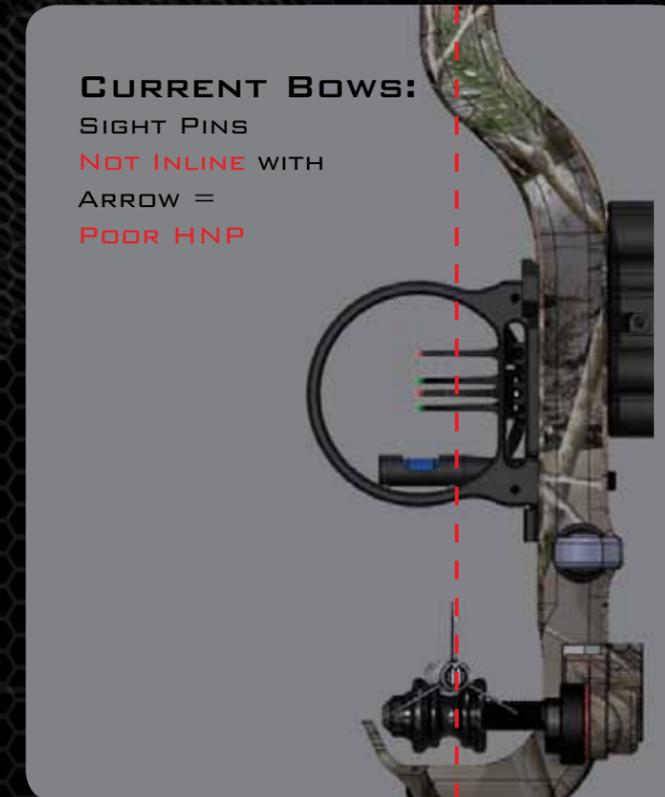
**PARALLEL CAM + TI-GLIDE TECHNOLOGIES
= VIRTUALLY NO CAM LEAN.**

PROOF IS IN THE PUDDING...IN THIS CASE IT'S IN THE BOW SIGHT.

THE PROOF:

AFTER TUNING YOUR BOW AND SIGHTING IT IN, TAKE A LOOK AT WHERE THE SIGHT PINS ARE IN RELATION TO THE AXIS OF THE ARROW. IF THEY ARE INLINE, THEN YOU HAVE STRAIGHT AND LEVEL HORIZONTAL NOCK PATH, (HNP).

IF NOT, THEN YOUR BOW IS SHOOTING THE ARROW OUT SIDWAYS BECAUSE THE HNP IS NOT LEVEL AND STRAIGHT WITH THE BOW RISER AND LIMB. THUS YOU HAVE TO OVER COMPENSATE YOUR SIGHT BY PUSHING IT FURTHERER OUT OF LINE WITH THE AXIS OF THE ARROW.



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