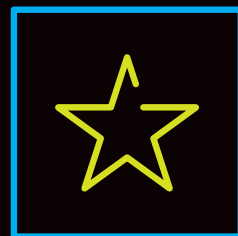
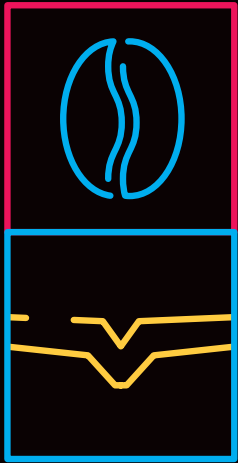


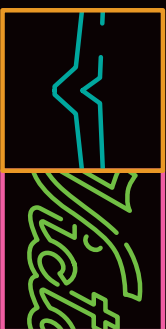
EL

PRIMA



Victoria Arduino
INSPIRED BY YOUR PASSION.





VERSATILE & ECLECTIC

Welcome PRIMA,

the one group espresso coffee machine
ready to bring wherever and whenever
the VICTORIA ARDINO coffee experience.

We called it this way because we believe it is the first step
towards a new frontier and will overcome many boundaries.
It is a new way to prepare and enjoy espresso coffee.
It is dedicated to baristas planning their coffee business,
to roasters that would like to search and offer a serene
coffee experience for their clients, to professionals that desire
a high-quality espresso even at home, and to
all the international community of **coffee lovers**.

It is a versatile and eclectic coffee machine that opens
to a new way of living and perceiving the coffee experience.



EL PRIMA





VERSATILE

It is new and is the most compact machine of VICTORIA ARDUNO. PRIMA is a professional espresso coffee machine that guarantees high-quality standards with a unique versatility as it easily adapts to new contexts and settings.

EJ. PRIMA FOR AN UNLIMITED COFFEE EXPERIENCE

Before Prima, never a VICTORIA ARDUINO has been so flexible and adaptable! It fits just right into small workspaces. It is ideal for start-ups and renowned businesses, professional and home use, exclusive boutiques that often change looks, pop, and classy atmospheres, even where coffee is not the center activity. For any style and every occasion, there is always a PRIMA that suits you.





ECLECTIC

Today, design is the research of details and distinctiveness.

PRIMA can transform while remaining the same and matches flawlessly with the concept of ECLECTICISM. It can change based on the environment and spaces it sits in, but it can also change seasonally by modifying its looks and adding fresh new colors and textures that interpret the current trends.



DESIGN & PERSONALITY

With many images for a unique idea of accessible glamour like a tailored dress or fashion accessory, PRIMA is available in many colors and exclusive editions.

Standard colors



MATT WHITE



SHINY



MATT BLACK



Special colors



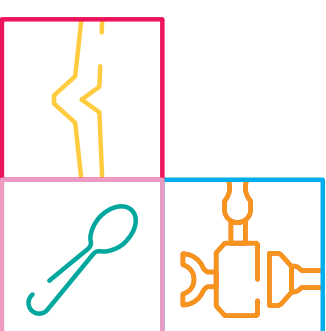
CAPPELLINI RED

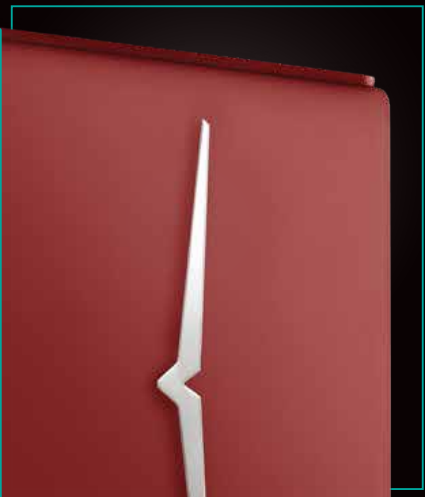


CAPPELLINI BLUE



CAPPELLINI GREEN





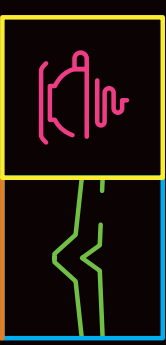
DESIGN AND SIMPLICITY



Minimal, made in Italy and refined: PRIMA stands out not only for its pure and simple design but also because it effortlessly adapts to any environment or setting.

The perfect mix of design and technology substantially impacted the structure of the machine and the internal components. The result was an extremely compact object, ergonomic, slim, and elegant.

It is an object that shines under the spotlight.





COMPACT AND SUSTAINABLE

The size and the choice of using resistant and high thermal efficient material like stainless steel allow PRIMA to adapt to any use and limit water and heat dispersion.

The design, the applied technologies, and the components insulation contribute to reducing environmental impact, making PRIMA an authentic, sustainable machine.



Energy optimization

The new engine with **NEO technology (New Engine Optimization)** guarantees high performance, reducing energy consumption and heating times. Unlike other professional machines of the same category, PRIMA takes **less than 8 minutes** to prepare and reach a full working regime.

Low environmental impact

The constructive approach strongly reduced the machine's volumes, thus reducing environmental impact while keeping performance high.

New materials

The boilers are made in stainless steel and protected by an innovative material that guarantees high thermal insulation and avoids heat dispersions.

Steam electronic control

Energy efficiency is guaranteed by the electronic controller **Steam-by-Wire** that allows significant control of the steam dispensing along with an elevated power/speed ratio.



PRIMA ADVANCED TECHNOLOGY, HIGH EFFICIENCY

The secret to
an unlimited sustainability

NEW ENGINE OPTIMIZATION

only the energy needed, instantly and when requested

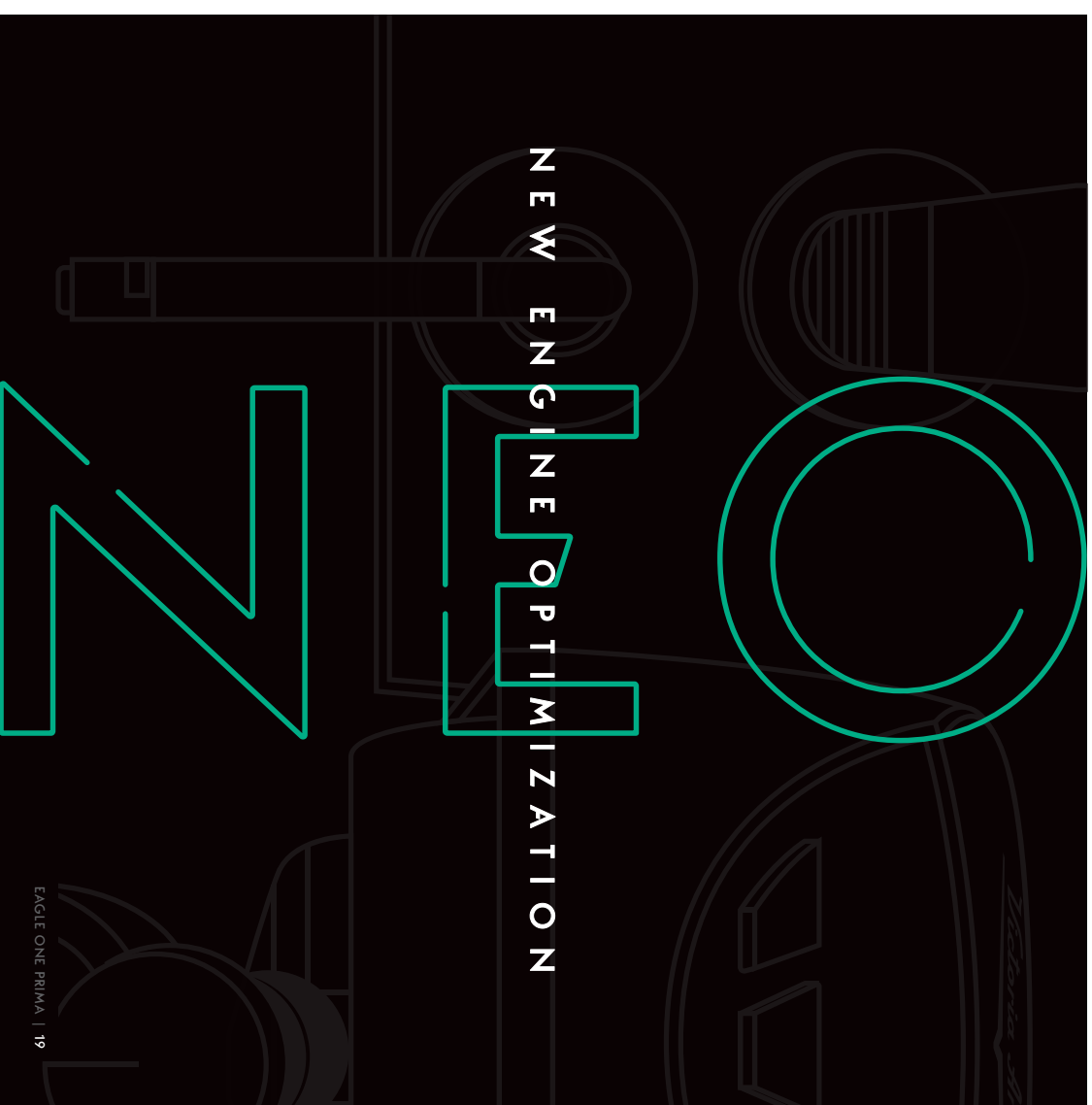


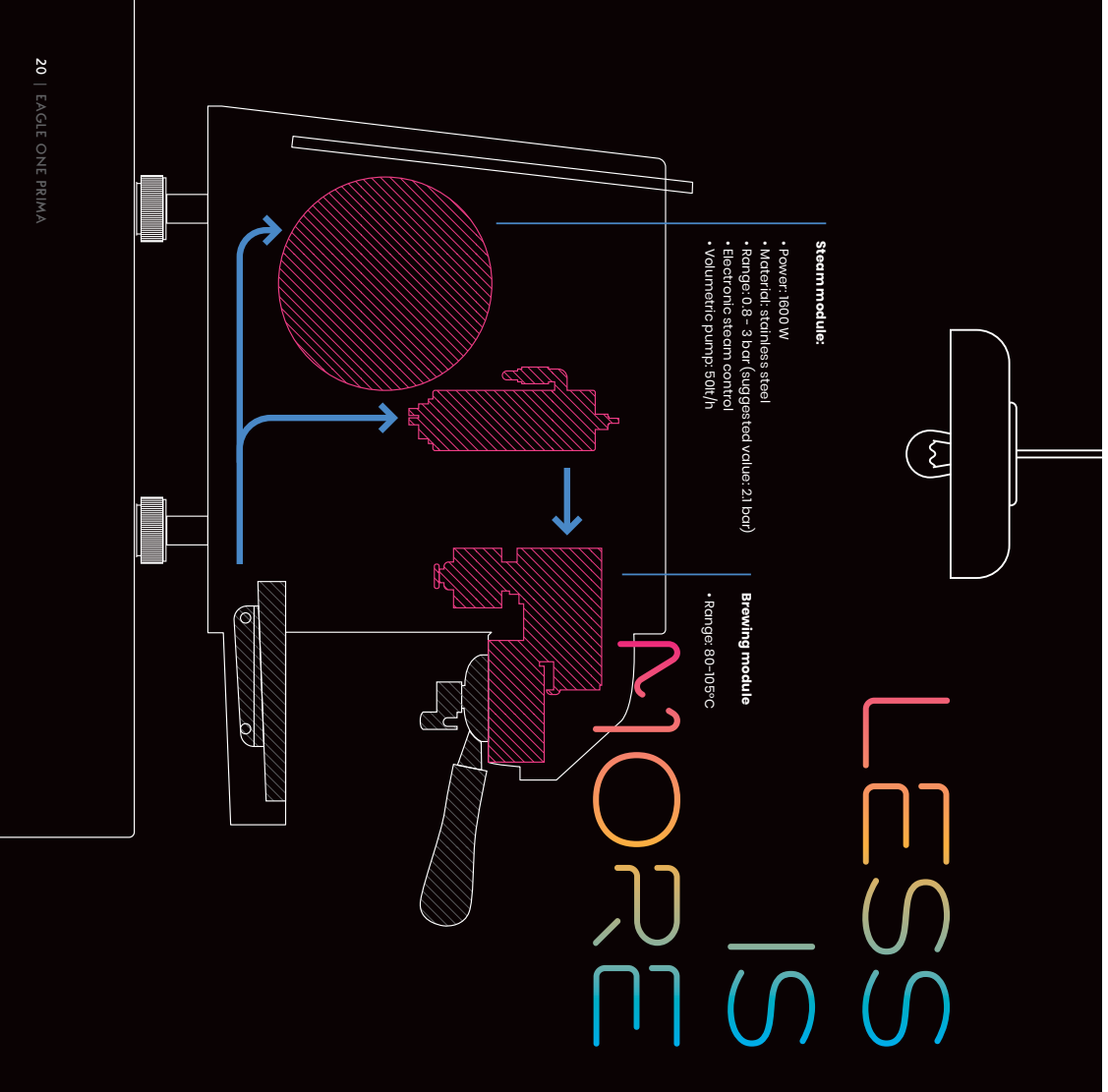
The **NEO engine (New Engine Optimization)** represents a new approach to heating water for coffee extraction using less energy.

Thanks to this technology, PRIMA can heat the water quickly and guarantee high performance, while increasing energy efficiency. Even if the boilers are smaller in volume, they are thermally

insulated and protected by an innovative material that avoids energy dispersions.

The procedure is efficient, yet simple and intuitive: only the temperature must be programmed on the **VICTORIA ARDUINO app**. The machine's electronic system does the rest, keeping the temperature stable during the entire dispensing phase





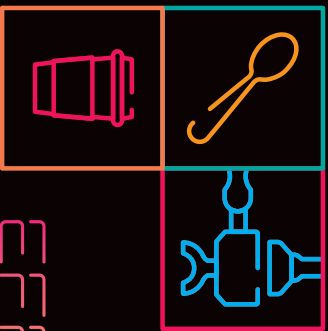
Fewer emissions, less environmental impact

During the project phase, the environmental impact was given significant attention. The choices made in terms of new materials, specific technologies, and design reduced the emissions drastically compared to machines of the same category.



NEO (New Engine Optimization) is a **new concept engine** that uses **instant heating** technology that requires less volume, therefore smaller boilers, and only the needed water is heated.





EFFICIENT STEAM IN LESS TIME

Unlike other machines of its category that have manual steam levers, PRIMA equips an electronic lever.

The system **Steam-by-Wire** allows a significant steam dispensing control with a pressure up to 2.5 bar (the standard measure is 2.1) and an elevated power/speed ratio. The machine guarantees an increased high-quality

dry and saturated steam production to compose an excellent milk cream as quickly as possible. For example, a 2 bar pressure heats 250gr of milk (the equivalent of two cappuccinos) in less than 18 seconds.

This high productivity is a perfect match with reliable temperature stability, even if the time intervals are relatively close.



100% DIGITAL MACHINE

Settings, uses, programs:
everything in one app

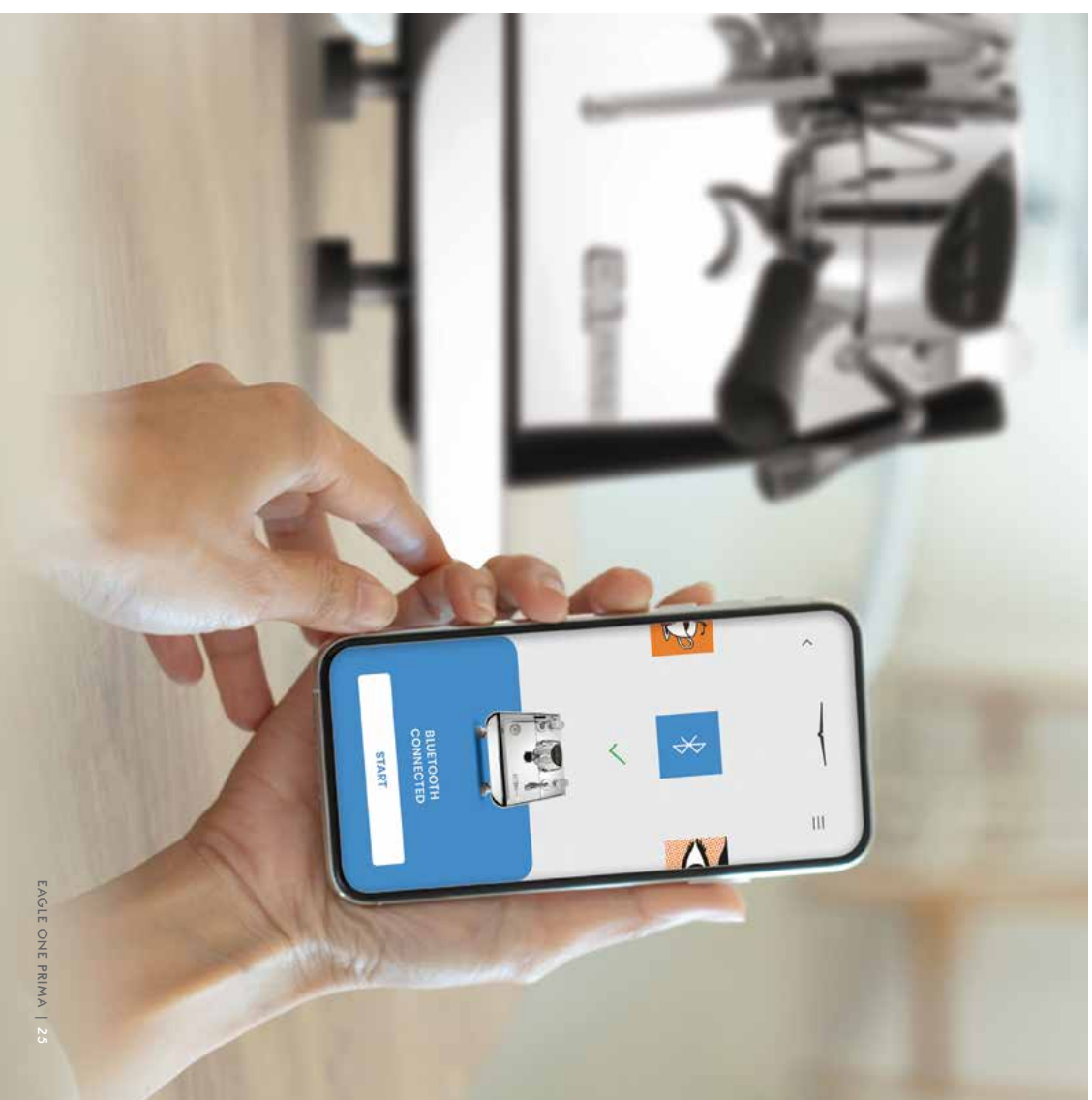
Everything becomes even simpler: just like using an app and being fully connected. Who buys a PRIMA will immediately have an app that optimizes performance and use. It's possible to set the temperature and see the extraction time along with the steam and hot water from the app. The user can also verify the machines' performance and the energy-saving-all the functions of a professional device at hand, controlled by a user-friendly and straightforward app.

PRIMA is an espresso coffee machine that takes advantage of the digital revolution and is in constant contact with the user.

The app can create recipes, share them with other users, or set recipes recommended by their roaster or barista. The app can also become a recipe sharing instrument by going on the section 'Cloud recipe' of the Victoria Arduino app.

Wifi connection

PRIMA's design is perfectly fit for Wi-Fi data exchange: a versatile instrument used to keep under control performance and functions.



DETAILS AND OPTIONS THAT MAKE THE DIFFERENCE

AVAILABLE WITH TANK OR DIRECT CONNECTION

Two versions to offer
and excellent coffee experience
whenever and wherever.

COOL TOUCH STEAM WAND -

Standard version

The **Cool Touch** steam wand
avoids any risk of burns and
simplifies the cleaning
procedure.

THE STEAM WANDS EXCLUSIVE DESIGN

The unique design offers
infinite possibilities: the wand
allows using different size
pitchers and has a dedicated
space to **purge**. It simplifies
the cleaning procedure and
avoids any burn injuries.

EASY CREAM - Optional

The solution allows the user
to replicate the same
milk cream in a fast and
straightforward way.

GROUP COVER

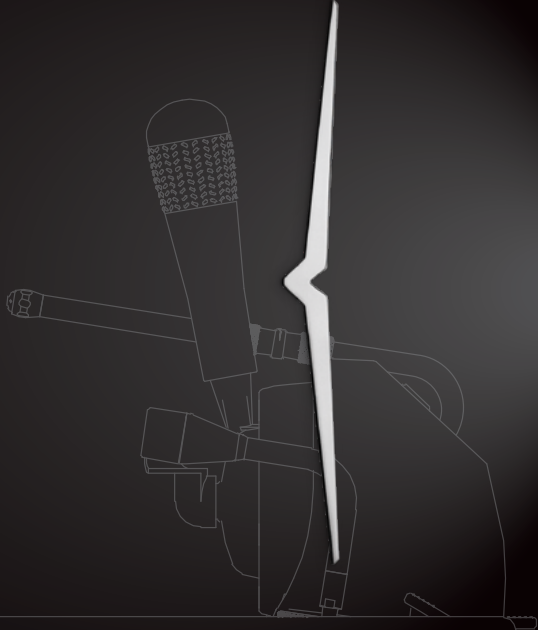
The keypad simplification
with three keys and led lights
that flash if an alarm is detected,
for example, machine
overheating or an empty tank,
allows the barista to control
the extraction in an even more
efficient manner.

GHOST DISPLAY

The display is perfectly integrated
into the machine's group cover.
Once the dispensing has finished,
it disappears and blends into the
machine's group cover design.



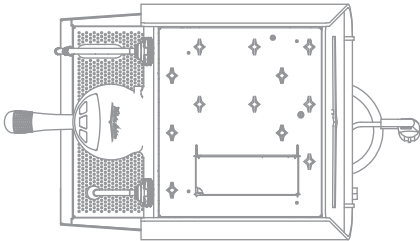
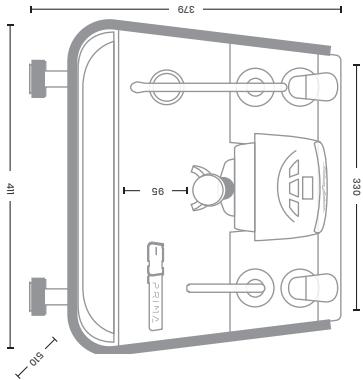
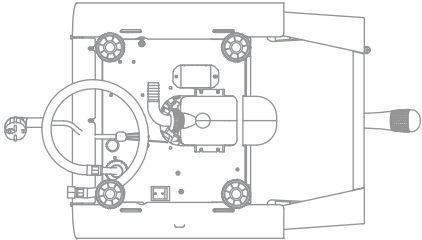
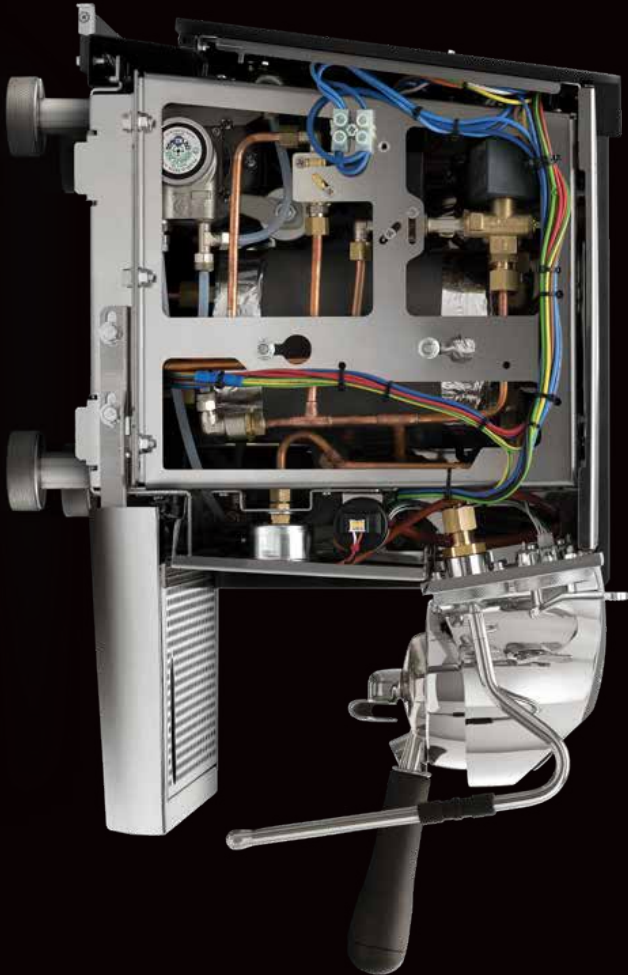
EJ PRIMA COLOURS



combinations

| COLOURS | FRONT SIDE ALUMINIUM | ALUMINIUM SIDE PANELS | ALUMINIUM SUPERIOR BACK SIDE | EAGLE | ALUMINIUM INTERIOR BACK SIDE | STAINLESS STEEL INTERIOR BACK SIDE |
|-----------------|----------------------|-----------------------|------------------------------|-------|------------------------------|------------------------------------|
| SHINY | chrome | shiny | shiny | shiny | shiny | stainless steel |
| MATT BLACK | chrome | matt black | matt black | shiny | matt black | matt black |
| MATT WHITE | chrome | matt white | matt white | shiny | matt white | stainless steel |
| CAPELLINI RED | chrome | cappellini red | cappellini red | shiny | cappellini red | stainless steel |
| CAPELLINI BLUE | chrome | cappellini blue | cappellini blue | shiny | cappellini blue | stainless steel |
| CAPELLINI GREEN | chrome | cappellini green | cappellini green | shiny | cappellini green | stainless steel |

EJ PRIMA DETAILS AND MEASUREMENTS



details

measurements

| | |
|-------------------------------|----------|
| REAR AND INTERIOR LIGHTS | Included |
| TANK OR DIRECT CONNECTION | Included |
| AUTOPURGE | Included |
| ECONOMIZER | Included |
| COOL TOUCH | Included |
| BOILER INSULATION | Included |
| STAINLESS STEEL FILTER HOLDER | Included |
| STAINLESS STEEL PAVILION | Included |
| SHOWERHEAD REINFORCED | Included |
| EASYCREAM | optional |
| RAISED FEET | optional |

| | |
|--------------|-----------------------|
| WIDTH | 411 mm |
| DEPTH | 510 mm |
| HEIGHT | 379 mm |
| CUPWARMER | 330 x 280 mm |
| GROUP HEIGHT | 95 mm |
| POWER | min 1600 / max 2600 W |



Victoria Arduino

INSPIRED BY YOUR PASSION.

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