

## INDICE [ITA]:

Plafoniera P.342 (p.01)  
Plafoniera P.342 (p.02)  
Multiset P.395 (p.03)  
Prima South East (p.04)

## INDEX [EN]:

Board P.342 (p.01)  
Board P.342 (p.02)  
Multiset P.395 (p.03)  
Prima South East (p.04)



### PLAFONIERA P.342 [ITA]

Presentata recentemente al salone di Kortrijk in Belgio, la nuova plafoniera di illuminazione centrale P.342 risolve innumerevoli problemi in fase di progettazione e di allestimento di veicoli. Tale prodotto infatti, raggruppa in un unico manufatto diverse funzioni indispensabili: illuminazione centrale, impianto audio, richiesta di fermata, illuminazione notturna. La plafoniera P.342, viene fornita in varie lunghezze o blocchi modulari; per adeguati quantitativi, vengono realizzate misure e composizioni a richiesta del cliente. Dotata di parabola riflettente in lamiera preverniciata bianca, si caratterizza per un'omogenea distribuzione della luminosità in linea con le più recenti normative. La facilità di installazione, completa il quadro delle caratteristiche ergonomiche. Onde evitare difficoltà logistiche, viene fornita in spezzoni di adeguata lunghezza facilmente ricomponibili in fase di installazione sul veicolo.

### [EN] BOARD P.342

*Abc*



## NEW PRODUCTS

### Plafoniera illuminazione centrale P.342 [ITA] - [EN] Central lighting board P.342

Applicazione  
Application



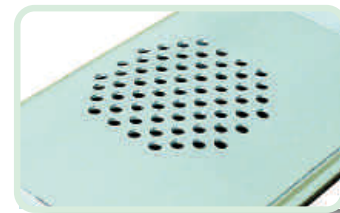
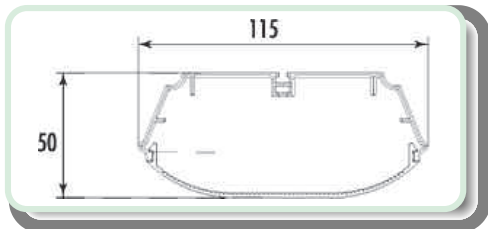
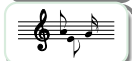
Caratteristiche tecniche neon:  
luce notturna = 5 W  
reglette = 13 W  
Volt = 12 - 24

Neon lamps' technical features:  
night light = 5 W  
lighting control unit = 13 W  
Volt = 12 - 24

Caratteristiche tecniche altoparlanti:  
doppio cono Ø 100 mm DIN  
range di frequenza = 100÷15.000 Hz  
Impedenza = 4 Ohm  
potenza = 40 Watts musicali

Loudspeakers' technical features:  
double cone diameter 100 mm DIN.  
frequency range = 100÷15.000 Hz  
impedance = 4 Ohm

Allestimenti  
Outfit



#### P.342 plafoniera centrale illuminazione

Elemento modulare di illuminazione in alluminio satinato completo di luci neon e luci notturne, altoparlante, pulsanti richiesta fermata e schermo opalino. Dimensioni specifiche su disegno cliente.

#### P.342 central lighting board

Modular lighting element in glazed aluminium, complete with neon and night lights, loudspeaker, stop push button and opalised dower. Specific dimensions on request.

Codice - Code						V
61081	5900 mm	Si-Yes	D70 n°4	n°8	n°8	12 V
67569	5900 mm	No	D70 n°4	n°8	n°8	12 V
67579	5140 mm	No	D70 n°4	n°8	n°8	12 V
61371	5140 mm	Si-Yes	D70 n°4	n°8	n°8	12 V
67589	6820 mm	No	D70 n°4	n°8	n°8	24 V
67599	7610 mm	No	D70 n°4	n°8	n°8	24 V
67609	8625 mm	No	D70 n°4	n°8	n°8	24 V
61211	8625 mm	Si-Yes	D70 n°4	n°8	n°8	24 V
61261	7610 mm	Si-Yes	D70 n°4	n°8	n°8	24 V
61311	6820 mm	Si-Yes	D70 n°4	n°8	n°8	24 V

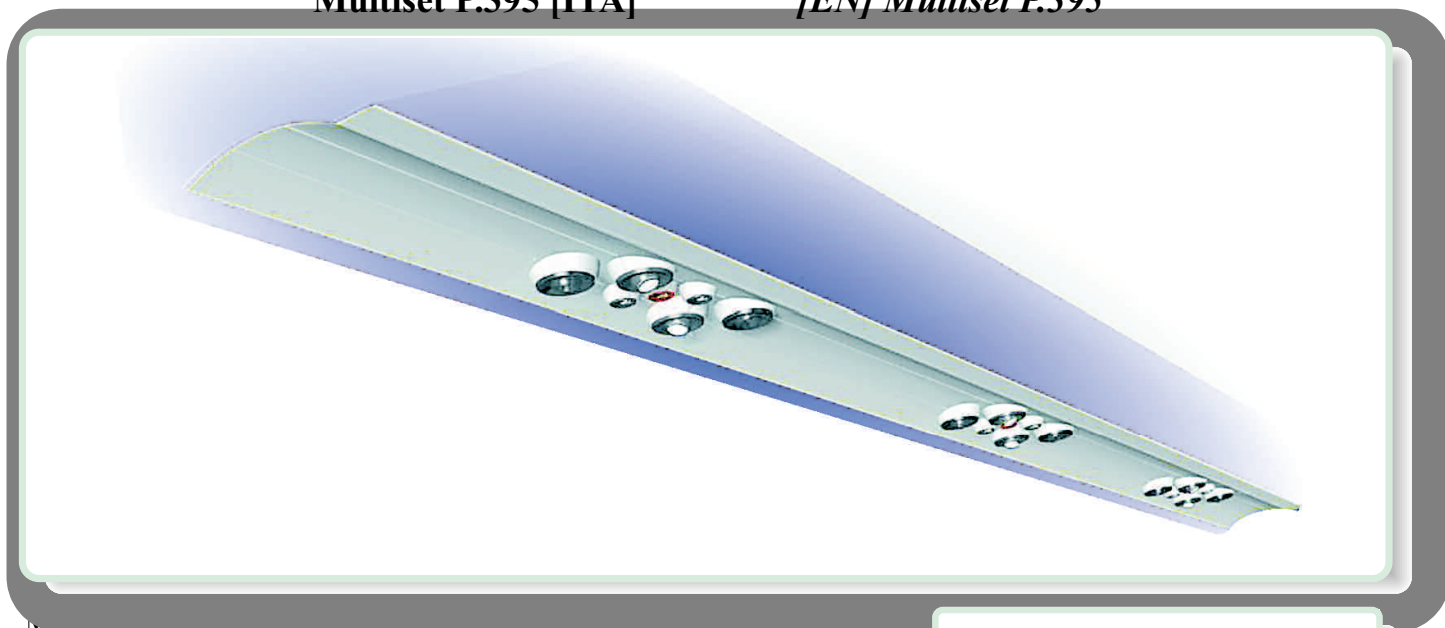
LA PLAFONIERA COMPLETA E' COMPOSTA DA CANALE SX E CANALE DX  
THE COMPLETE BOARD IS COMPOSED BY BOTH LHS AND RHS GROOVES

Legenda											
	Lunghezza (mm) - Length (mm)		STOP		Altoparlante - Loudspeaker		Reglette - Lighting unit		Luce notturna - Night light	V	Volts

## NEW PRODUCTS

**Multiset P.395 [ITA]**

**[EN] Multiset P.395**



Multiset bi-luce / bi-aria, realizzata per rispondere alle esigenze di mercati estremamente competitivi, presenta tutte le caratteristiche delle plafoniere più importanti (doppia luce, doppia aria orientabile, pulsanti luce/chiamata), pur se realizzate in modo essenziale. Il design sicuramente gradevole, consente la modularità e quindi la flessibilità d'impiego.

### **P.395 Multiset**

*Double light / double ventilation Multiset,...*



### **Catalogo cappelliere**

E' disponibile il nuovo catalogo cappelliere 15G, con tutte le ultime novità Prima. Richiedetelo al seguente indirizzo: [marketing@primaindustries.it](mailto:marketing@primaindustries.it)

### **Baggage rack catalogue**

*Abc...*

## OUR GROUP ... AHEAD!

### “Prima South East” [ITA]

Sempre più consolidato il successo di Prima nel mondo, in particolar modo nel Sud Est Asiatico. considerato un mercato di estrema importanza per il settore autobus, Prima ha voluto affrontare la sfida alle tigri ruggenti fin dal 2000, anno di fondazione della Prima South East insieme al suo partner storico Jurgen Peuckert.



### [EN] “Prima South East”

- ...  
 - **I:** When did you start your relation with Prima ?  
 - **J. P.:** In 1992  
 - **I:** What is your relation with Prima ?  
 - **J. P.:** We work together very closely, in the 12 years we are together now, we do not only sales and marketing for the famous Prima brand, but also help to create new products and designs from customer demand and feedback. Here in the Asia-pacific region the taste and demand for products is quite different from Europe, but over the many years we have learned to assimilate and to focus on the customer needs in each area.  
 - **I:** What is your service level in SE?  
 - **J. P.:** We have local distributors or own warehouses in all important markets from which we deliver to the vehicle manufacturer and fleet operator within hours or a few days. Due to the long distance to the factory we are forced to keep a certain high stock-level for most items to be able to fulfill our customer's need as they require the components mostly on short notice and can't afford to wait for several weeks for seacargo resp. the high cost of airtransport.  
 Our warehouse is open 6 days a week from 8.00 to 18.00 and in urgent cases we have more than once made express-deliveries on sundays.  
 - **I:** What your goal?  
 - **J. P.:** In the short time it is certainly to establish Prima as the No.1 components supplier for our clients; in the medium term it is the enlargement of our existing customer group (which is mainly the bus & coach industry) into truck, railway and marine business. In the longterm it is our dream to have a 24hour distribution-center established in each major hub to reduce the deliverytime and enhance our service-level.  
 - **I:** Are you taking parts to some exhibition in SE?  
 - **J. P.:** We are participating every year in the 2 major shows here in australia, the bus&coach maintenance conference in Melbourne in early July and the Sydney bus-show in October. Thru our local distributor's, Prima products are also on display at the yearly New Zealand Bus Show (July) as well as the Jakarta Motor Show (June) in Indonesia. Beside these local shows we also participated at the Busworld in Shanghai in 2001 and the Tokyo Motor Show in 1999. This month we have, for the first time, taken part in the Brisbane Bus Show in Queensland/Australia (see picture).  
 - **I:** What about chinese industry (problem really strong for Europe) and what you suggest to European?  
 - **J. P.:** Well, competition from chinese manufacturer is something we face here on adaily basis but we have learned to live with them. Looking from price there is no chance for us to compete with them, but many customers who bought simply for price-reason came back to us for quality, service and reliability, after all, the parts are installed in a vehicle which cost hundreds of thousands of dollars and then having a problem and a vehice-stand-still (which cost the operator hundreds per day) just to save a few cents on a lock or air-vent it does not make economical sense. I am travelling to China often and we deliver Prima components to China steadily, we can compete on quality & service and design with any manufacturer, whetehr he is from China, Germany, Turkey or South America. However, the chinese market is huge and if we want to compete and survive in the keen region we have to be prepared to move or manufacture there. It is the future and the business to be in the next 5 to 20 years. Just look at the bus-manufacturer's, Volvo, Evobus, Irizar etc. all went there and after initial teething problems they all manufacture locally and compete successfully with the local builders! East Asia especially China as well as the rapidly emerging market of India are definitively worth watching.



Prima S.r.l. Via Pio La Torre, 6  
 42015 Correggio (RE) - ITALY

Ph.: +39 0522 637583 - Fax: +39 0522 641682

www.primaindustries.it - info@primaindustries.it

Contattateci per ulteriori informazioni sui prodotti, numeri arretrati, listini prezzi e rivenditori  
 Contact us for further product informations, old issues, prices and sources supply