



PRIMA Industries

Re-Thinking Plastic Accessories from Well to Wheel

Product development is a trip: the final destination is important, but what also makes a difference is what you do and what you learn along the journey.

Prima Industries’ final destination is a new generation of accessories that can contribute to reducing the automotive footprint in our society. The company estimates at least three paths to improve its sustainability:

1. **Improving** the factory footprint by working on energy, the supply chain and waste
2. **Stimulating** the suppliers to adopt virtuous behaviours
3. **Reducing** products’ impact

But how easy is it for a small-medium enterprise not only to pursue but also to actually implement these noble targets?

Talking about the improvement of the factory footprint, Prima Industries doesn’t start from scratch. Indeed, the ISO 14001 environmental certification, which Prima first obtained in 2016, already includes the milestones of the responsible attitude a company must endorse to be considered sustainable in today’s world.

Of course, there are other things to do, like investing in alternative energies and re-designing the supply chain, but the road is clear and the guiding principles of the Italian manufacturer are for sure a big help in achieving the set goals.

The suppliers, and their virtuous behaviours, are fundamental factors in reducing a company’s footprint, but this also requires a proactive approach from the

vendor. Improvement proposals are more effective when adopted from both sides and a shared vision of the future can also successfully influence the day-to-day business.

According to Mr Silvio Alberti, CEO of Prima Industries, the third goal is the one that takes more time to be implemented and in this case, the efforts need to start from the very early stage of a project. *“In the design phase, we must try to reduce the product’s weight and we also try to use at least a percentage of recycled material.”*

The benefits of such choices taken at the very beginning of the production phase inevitably also influence the industries where these products will be deployed.

Nowadays, one of the main goals of the OEM players and bodybuilders is reducing the vehicle’s weight and, consequently, its carbon emissions.



New wireless system



Light diffuser



End base support



Luggage door handle

presented during Busworld Europe 2023 and will be launched on the market by the end of 2024.

Of course, what characterises a wireless system is the absence of cables and wires in the pushbuttons. Still, in this case, there's another 'missing' element that makes this product even more captivating, innovative and lightweight: no batteries are required for the pushbuttons to operate, granting a longer life cycle to the system. Especially in double decker buses, it's easy to understand the difference this 'absence' can make when considering the vehicle's total weight.

Prima's wireless system will be available on the market by the end of 2024, both in the wall and the pole version. There will always be the space for tradition, so for the lovers of 'the good old' wired pushbuttons, the same design will be available for the cabled ones.

Prima's catalogue offers many other allies in the quest for weight reduction and the plastic handrail supports are one of these. Here, the range is huge and includes different fittings, sizes and colours.

In the light diffusers category, the latest addition is the P567 spotlight, designed to light up the entrance area in the vehicle. Extremely lightweight, its performance allows the use of only one piece where usually it takes two diffusers to properly light the area. Also, thanks to the fixing springs, it can easily be adapted to many different surfaces.

Especially on coaches, the number of the external

handles that must be installed can be significant and so their weight adds up. Again, the specialisation of Prima Industries in plastic injection moulding comes in handy!

From the luggage door to those for the driver and the passengers, the catalogue will have something for all tastes.

What distinguishes the different available handles though, is not only the application but also the operating method: indeed, in addition to the traditional manual handles, for every model you'll also find the electric and the pneumatic ones.

The catalogue of Prima Industries is huge and these are just some of the items manufactured by this company. In addition to this big basket though, Prima is always interested in developing new items upon the client's request, sharing ideas and suggestions.

Sustainability needs to become an ever increasing part of the guiding principle of doing business today and it's a long way, but for sure Prima Industries can be a great partner to walk with.

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