



# PRIMA Industries S.r.l.

## To Produce an Excellent Product, the Right Base Is Essential



**P**rima Industries was founded in Correggio in 1992. Correggio is a small archetypal Italian town located between Milan and Bologna.

Correggio is a typical example of an Italian industrial district where there is a widespread know-how related to a specific sector and / or production process: in this case, everything revolves around plastic and this is the best base from which to launch new entrepreneurial challenges in every kind of business based on plastic as raw material.

In this Italian region, Emilia Romagna, we can find other examples: textiles in Carpi, a few kilometres from

Correggio; moving 30km south we find Sassuolo, which is considered the capital of tiles. Bologna is not far away with its packaging equipment district and others can also be mentioned: Parma for food equipment and so on.

Of course, what is true throughout Emilia Romagna is the presence of the high-end automotive industry and this is also the reason why it is also called the 'Italian Motor Valley'. Ferrari, Lamborghini, Maserati, Dallara, Ducati, Landini and others minor brands have linked their identity to this land.

Coming back to the small town of Correggio where everything started in the sixties, dozens of companies have been founded to produce plastic parts and, over



the years, most of them have tried to create their own product range in different fields: some have been successful and also started to out source part of the production to those ones not having found their specialisation.

Prima Industries was founded by the Alberti brothers with a clear view to produce automotive accessories. However, this was the result of a process which indeed started many years before when the father of Silvio and Sergio, Alberto Alberti, was one of the co-founders of SPAL S.r.l. and other enterprises in the Correggio area such as Marbet. Consequently, the Alberti family has always had in their DNA.

## Prima Industries Today

For over 30 years, the Prima Industries brand has been synonymous with mechanical plastic accessories of excellence for the automotive world where we supply the world's leading bus manufacturers with solutions suitable for exterior and interior vehicle completion. Prima Industries operates according to the latest principles of 'design to cost' thanks to the internal management of all production process phases, from design to the industrialisation and production of its



accessories, relying on its cutting-edge plastic moulding department.

Prima Industries can support automotive manufacturers in different ways: on the one hand, customers can draw on the vast catalogue of existing solutions to lower their costs and development times and, on the other hand, the company is always ready to take on innovative design and construction challenges for customised products. Prima Industries believes in the certification of its processes. The company operates in compliance with: ISO9001, ISO14001 and ISO45001.

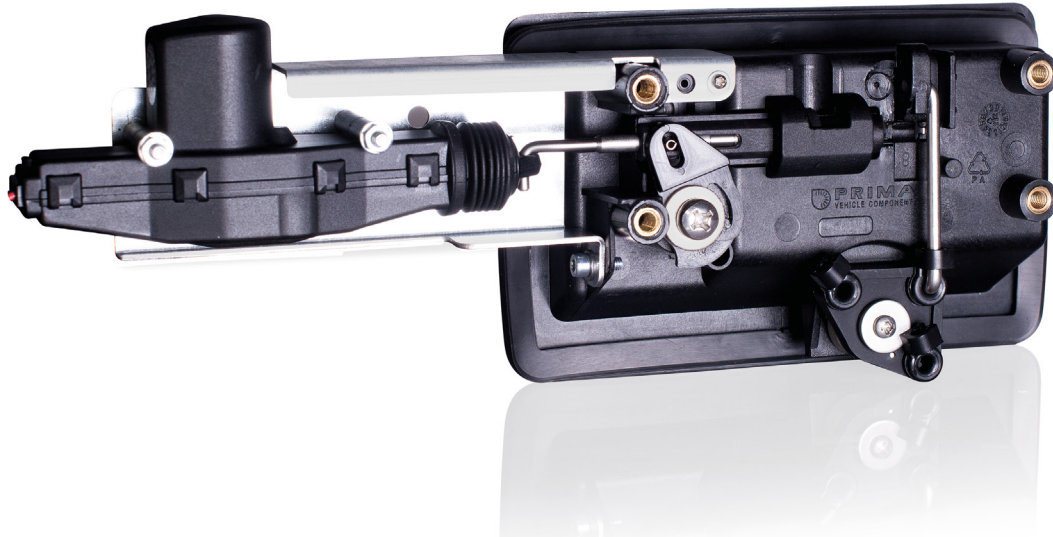
The bus sector is a competitive environment and so diversified that it requires extreme production flexibility, customisation skills and efficiency, even though quality is the main indicator of competitive strength in the automotive environment in general and in this niche too.

The case of Prima Industries is an emblematic success case because over time it has progressively increased its range of exterior and interior bus accessories, managing to reconcile the needs of the large global manufacturers with the needs of small local fitters.

The presence of Prima Industries within the HVAC and cabins sector is the natural extension of the company's historical presence in the bus sector. In fact, Prima's extensive accessory ranges have encouraged many cabin manufacturers to make full use of them, thus managing to exploit the wide range of existing solutions, minimising investments and time to market for highly customised products and low production volumes.

Today, Prima product range includes city bus accessories (pushbuttons, catching handles, emergency hammers, handrails, supports) as well as service sets, air and light diffusers and external handles. Prima Industries has grown successfully within the automotive world to the point of also becoming a technical reference for other sectors, such as camper vans and the off-road and rail sectors, which have drawn on solutions that arose out of different contexts, but which are very flexible for their respective fields of application.

In terms of distribution structure, Prima Industries, being a part of a very complicated supply chain, has to understand how to meet the client requirements



correctly since it can be required to deliver worldwide to a multinational group that has production plants all around the world or to integrate its product flow with other final client tier-one suppliers.

In this business, size definitely matters because in some cases clients prefer to consolidate parameters in order to amortize the transport costs and to decrease the internal stock: in this case, the right partner is a specialised distributor offering different types of internal or body accessories.

So, for Prima Industries it's crucial to understand the client supply chain structure in order to optimise its added value in supplying the right product in the right way, keeping quality as the main operational reference.

Price must also match the requirements but understanding how to meet the client supply chain requirements must come first, as must understanding of the technological operating requirements.

### What's Next for Prima Industries?

Busworld 2023 will be a real turning point where Prima Industries will explain to existing and potential clients the direction we are looking to take and the path we have in mind to reach our targets. In our near future we see a full focus on automotive activities and we have been on our way to implementing this goal since February 2023, when we spun off every activity different from our core business activities.

The second pillar of our strategy, which is also underway, is investing in updating and expanding the existing product range following two very simple

and clear principles: we design and sell what we can produce internally and what is related to our know-how which is 'plastic-mechanical know-how'.

The second principle consists of listening more carefully to our clients and the market needs and, when it's possible, to look positively to developing partnerships where Prima Industries commits to converting a need into a finished product while clients share their user background to help us to meet the market requirements perfectly.

We have many new developments on the way and others already materialised as result of the new approach I explained above.

Over the last three years we have been experiencing a growing trend and this is extremely important: we need to consolidate this trend because, especially in the automotive sector, it's important to reach a certain critical mass which will allow us to sustain the needed investment in products and organisation.

In any case, it's clear we have to continue to look internally, to secure the growth path we are creating for Prima Industries, and, at the same time, we must never stop looking at the market to capture future challenges and opportunities. What we see now is sustainability as a global challenge and we hope to meet it!



**PRIMA**  
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