

At the forefront of innovation

Prime Product Manufacturing is a market leader in its field and renowned for its high levels of quality, innovation and expert knowledge in the market. The company understands its customer requirements very well and offer solutions tailor-made to their business requirements.



Many of the clients of Prime Product Manufacturing (Prime) have been working with the business for more than 10 years which has allowed the company to form real partnerships with them.

Specialised manufacturers such as Prime offer clients a turn-key or complete outsourced solution, whereby it procures all the requisite components to manufacture finished product ready for the market. This includes formulations and new product development (NPD) as and when required by clients. In other words, Prime is a business with a facility and the capabilities to service the industry from the conception of an idea to getting a fully outsourced product to market.

Aligned to innovate

Prime is built on quality and integrity to become a leading outsourced company within the industry. It holds the following certifications and accreditations:

- ISO 22716 GMP
- SANS 1841
- Trade Metrology Act e-Mark
- the AMA Approved Mark Association
- BBBEE – Level 6.

The company also strives to improve the environmental health of its manufacturing plant and the quality of life of its staff. Prime's highly qualified R&D team consists of five chemists and one chemical engineer with a combined 60 years' experience.

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The team adopts a global approach to each design stage of NPD, incorporating appropriate strategic alliances and selected research organisations to gain access to developments that can be offered to its clients. The goal is to align astute R&D and innovation with customer's demands.

Local market perspective

ACCORDING TO THE Cosmetics, Toiletry & Fragrance Association, the South African cosmetics and personal care industry is regarded as vibrant and dynamic, consisting of an interesting mix of multinational giants, small, medium and large local brand owners and small entrepreneurial companies.

The industry is self-regulated and ascribes to high-quality standards. The market consists of multinationals with their own in-house manufacturing capabilities, as well as local third party and contract manufacturing companies such as, Prime Product Manufacturing.

An exciting future ahead

The South African Government is placing great emphasis on local manufacturing that is fundamental to re-industrialising the economy. Manufacturing is also key in job creation to assist with solving the high unemployment rate in South Africa.

The Department of Trade, Industry and Competition (DTIC) is engaging with multinational personal care companies to encourage them to partner with local third party or contract manufacturing companies to assist with the localisation of products. Prime is well positioned and geared to participate in these initiatives.

Ahead of the trends

Consumers today are well informed and more health-conscious and demanding of their personal care product requirements. Products must be environmentally friendly and not contain any harmful substances. Consumers also expect products to have multiple applications, for example a foundation must contain a sun protection factor.

Prime operates in line with these global trends and shares this expertise with its clients. It is also fully equipped to meet future demands of the cosmetics and personal care industry, which Prime believes is science driven.

In addition to its vast capabilities and certifications, Prime is a member of a number of associations to ensure it understand future market requirements around science, nanotechnology, safer preservatives and micro-encapsulation.

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