

Prinova expands into Asia-Pacific with new subsidiary in Australia

13 August 2019 | News

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Australia and New Zealand (ANZ) have experienced significant growth in the Food & Beverage market. The fastest growing segments are supplements, dairy and sport nutrition. In these categories, Prinova can offer straights, premixes and concepts with a sales person located in Sydney.

The new operation will help the company supply ANZ markets with bespoke nutritional premixes from its China facility, with over 2,000 ingredients in categories ranging from vitamins and amino acids to essential oils and aroma chemicals supported by warehouses in ANZ.

Nic Dam, Group Managing Director at Prinova, said: "The decision to expand into ANZ was a logical step in our growth strategy. It will further strengthen our service capabilities in the fast-growing Asia-Pacific market, while also helping us meet the needs of ANZ specifically, which is very different from other Asian markets. Categories such as sports nutrition and dairy are increasingly important in Australia and New Zealand, so it was essential for us to hold local inventory and offer support and expertise to our growing ANZ customer base."

Prinova currently has more than 35 strategically located facilities worldwide. As a single-source partner offering ingredients, custom services and market expertise, the company adds value at every step of a product's lifecycle. Prinova's customers enjoy advantages such as: Supply chain security, Global production capabilities, Service excellence, Technical expertise, Market intelligence and More than 40 years of Prinova experience.