





About Primacy

Primacy Industries is one of the largest manufacturers of premium scented designer candles in the world. Operating out of Mangalore, India, we cater to some of the biggest stores in the US, Europe and the Middle East, including Wal-Mart, Pier 1, Candle Artisan, Dollar Store, Bill Blass and so on. For our Indian customers, we exclusively design and produce fragrance candles which are sold under the 'Ekam' brand. With over 200 fragrances and a variety of shapes, sizes and packages, we are delighted to bring light to our customers' lives.

Vision & Mission

Vision

Setting Trends in Home Fragrance

Mission

To Produce High Quality Innovative Scented Decorative Candles at Competitive Prices

Presence

We are located at Mangalore, the port city of Karnataka, India.

Making their way from Mangalore, our products have found discerning global clientele, especially in the US, Europe and the Middle East. Retailed at some of the leading stores across these destinations, our candles light homes the world over.

Ethical Standards

At Primacy, we adhere to the highest ethical standards, and have received a "Green" assessment during the course of audit of the same.





Associates

At Primacy, we work closely with renowned fragrance houses to develop scents that will exude not just special fragrance, but create soothing ambience. Our associates comply with rigorous quality control and ensure that the raw material in their formulations conform to stringent RIFM and IFRA standards for fragrance and GRAS, FEMA and KOSHER norms for flavours. Some of our principal associates include: Symrise, Klabin, Arylessence, Belmay, Fermenich, Oriental Aromatics, Agilex, French, Givaudan, Mane, IFF, Intercontinental

Management Systems

The 5s Management approach is integrated throughout our systems, leading to greater efficiency and effectiveness in our operations. Our procedures and protocols are attuned to the pre-requisites and specifics of the markets we make inroads into. Anticipating market trends and customer expectations, we constantly align ourselves to these requirements. Our supplier network is one with which we share a great rapport of trust and professionalism. Thanks to our vendor relationships as well as the volume of business we generate, we are able to enjoy 100% reliability and competitive pricing. Nevertheless, we also maintain a contingency list of suppliers that we can bank on in the case of an emergency.

Facilities

At Primacy, a contemporary infrastructure housing the latest candle making equipment is the backbone of our smooth-running operations. The facilities are spread over a production area of 1,50,000 sq.ft. There are 9 production lines that work simultaneously. The production schedule is round the clock across 3 shifts.





Systems & Processes

QC Systems

A methodical and systematized process of quality control is inextricably linked at every stage of candle-making. Right from the receipt of raw material to the dispatch of final product, assurance of zero-defect quality is of paramount importance.

Material inspection

The inward material is inspected to check for their compliance with ASTM and RAL standards.

Wicks

We import wicks from well-known manufacturers in the US and Germany. Each and every wick used in our candles is guaranteed to be 100% lead-free.

Colours

Our candles – of every hue and shade – are made colourful, courtesy the colorants imported exclusively from Germany.

Fragrances

Sourced from suppliers all over the world, we use the highest quality fragrances in our products. The fragrances are in compliance with the rigorous RIFM and IFRA standards.

Waxes

The wax used in our candles is either semi-refined, fully refined or Palm wax.

Burn Room

In our in-house Burn Room facility, candles are tested round-the-clock for parameters like burn efficiency and fragrance quality in accordance with the buyer's specifications / ASTM standards.





Drop Test / Transit Test

These tests are executed as per the buyer's protocol or requirements.

Online & Final Dock Audit

Our team of professional testing staff endorse the quality of the finished products and make sure that they are in line with universally accepted standards.

Quality @ Primacy

The orchestrated effort of men, machine and methods is what makes quality at Primacy among the best in the world.

Men

A well-qualified, committed and technology savvy workforce is integral to perfecting our products every step of the way. Moreover, the support of reliable and approved suppliers makes it possible for us to rest assured of the raw material we procure.

Machinery

The most contemporary and advanced machinery housed in our infrastructural set up is crucial for the hassle-free and streamlined execution of our processes.





Methods

From in-house comprehensive testing that makes sure only the best material is passed on to the production departments to adopting the PDCA approach to fixing several check points, various methodologies are incorporated for our quality to meet international standards and compliances.

Manufacturing Process

The flexibility of our manufacturing process enables us to adapt to different types of sales orders (i.e.) making products as per the buyer's specifications in terms of size, shape, colour, texture, fragrance and packaging style.

The process of manufacturing has the following steps:

High-quality wax is put to melt in melting tanks. It is then pumped through pipelines to the specified production lines; colour, fragrances and other additives are added to this solution.

The approved mixture and the technical information on the production are given to the respective production line.

Quality check and cleaning of the candles is done.

The products are taken to the packaging conveyer for labeling.

The fully-packed cartons are placed on pallets for the final Dock Audit.

On clearance, count of the pallets is taken and then forwarded to the dispatch division for shipping.





Employment Practices

At Primacy, we recognise that our success comes from the dedication and devotion of our employees, who relentlessly work towards achieving the organisational objectives. Therefore, on our part, we make sure that they mutually benefit from their employment with us, by providing an atmosphere that is progressive in every sense – personal and professional.

Some of the amenities that we provide include:

- 83% subsidized food in the canteen
- Free transportation for commuting to and from work
- Compensation that is more than just the minimum wages
- Crèche facility for employees with small children
- Suggestion scheme for continual improvement of the organization
- Award for 2 Best Employees and Best 5S Team, every month
- Celebration of the Annual Day featuring Annual Awards of best Employees, Production Lines and cultural activities
- In-house Magazine 'Hombelaku' with contribution from employees

Services & Solutions

With state-of-the-art in-house printing and packaging facilities, we offer our customers, end-to-end customized packaging solutions. You can choose from existing designs, send us your design, or let our in-house design team come up with something exclusively for you.

All overseas orders are carefully packaged in Bubble-wrap to avoid damage during transportation.

For a detailed list of available packaging and ready-to-use displays, write to us at info.mlr@primacyind.com.





Products & Offerings

Jars & Cups

Our exquisite glass Jars and cups have what it takes to truly make them a class apart. Collaborating with some of the finest master craftsmen of Firozabad (touted to be India's Glass Capital) we make our candles extremely classy, encasing them in the highest quality glass.

Besides our standard range of Jars as listed below, we also customise shapes, sizes and glass grades based on client demands. Several styles of Jars in small, medium and large sizes are available with Clear, Frosted, Coloured, Etched, Screen Printed and Metallic surfaces. With our in-house team of skilled designers, we offer attractive designing and packaging solutions – from single pieces to multi packs.

Pillars

Our Pillar candles stand tall amongst their peers in the market, and understandably so. They burn longer and evenly, have the right wicks and are perfectly poured with the best wax formulations. This is what makes us possibly the most sought-after vendor of Pillars, especially the Mottled Fragranced variety.

Other types of Pillars that we produce have the following finishes: Smooth, Cold Pour or Textured, Mottled or Infused and Rustic

Our design team can also customise shapes, sizes and packaging as per specific requirements.





Travel Tins

Take them with you and leave a lingering fragrance behind! Our travel tins come in high-grade steel, perfectly portable and reusable. What's more, they exude an astounding aroma even when unlit. Travel Tins are available in an assortment of shapes and sizes.

Tea-Lights & Votives

Long lasting, comforting and ideal for accent lighting; appropriate for festivities or even for regular use, they are extremely usable and offer great value for money. Available in scented and unscented versions, they come in various sizes and vibrant colours.

Novelty Candles

An exclusive and unique product from the Primacy stable, the Novelty Candle is a striking combination of beauty with quality. Though available in standardised formats, the candles can be made custom-specific as per buyer requirements.

Designer Candles

Take your pick from a Leaf, Fern, Pear, Wax Bowl, Ball Candles, Shell Candles and a whole lot of other options to choose from...Our Designer Candles can work wonders for your ambience and transform it completely. They are available in both scented and unscented varieties in several spectacular shades.





Facilities

At Primacy, a contemporary infrastructure housing the latest candle making equipment is the backbone of our smooth-running operations. The facilities are spread over a production area of 1,50,000 sq.ft. There are 9 production lines that work simultaneously. The production schedule is round the clock across 3 shifts.

Awards & Recognition

At Primacy, we have been well rewarded for our pursuit of excellence. Some of the awards we have received include:

- Export Excellence Award 2008 (NMPT Best Exporter Award – Silver 2008)
- KCCI Export Award 2008
- Export Excellence Award 2009 (Best District Exporter Award)

Trade Fairs

We participate in prominent trade fairs at Frankfurt and Delhi, showcasing our masterpieces to candle connoisseurs.

Why Primacy

Primacy has produced 108 containers of 40 Ft per month, can scale up 20% more with existing facility.

As per a Government of India Survey, 83% of the total export of candles is from Primacy.

- Alliance with MVP Group, USA, ensures stability of business.
- Primacy's high capacity enables economy of scale in supply-chain.
- High Volumes enable long term tie-up with vendors.
- Collaboration with India's largest printing & packing group.
- We have dispatched more than 3,000, 40 Ft containers till date.



FAQs & Answers

What are your lead-times for

production & delivery?

45 days after we receive the complete Purchase Order

Do you take care of packaging & forwarding? Who takes responsibility in case of breakage?

Primacy has a team dedicated to packaging, and takes responsibility for any damage to goods while they are being transported.

What are your rates? Is there a rate card I can refer to?

Please write to us at info.mlr@primacyind.com.

Before starting, can you share some samples of your products?

Yes. As a practice, we start production only after samples have been approved by the customer.

Can you customize fragrances, colors and / or shapes?

Yes. Primacy offers its customers near-complete freedom to choose fragrances, colors and shapes.

Do you supply directly to retail outlets also?

Though we generally supply to distributors, we can, on request, ship products directly to retailers.

Do you deal with Indian customers also?

Yes. For more information, please visit www.ekamcandles.com.

Do you come up with special ranges for festivals / events?

Yes. Primacy changes its range every season, but customers may choose from any range.

Enquiry

We at Primacy keenly solicit your queries and look forward to a mutually enriching relationship in the future. Do fill the form given below and we will revert to you at the earliest.

Connect & Contact

Mr Raghavendra Rao
rrao@primacyind.com

Mrs Sonia Suri
sonia@primacyind.com

Mr Prashanth Nambiar
prashanth.nambiar@primacyind.com



Primacy Industries Ltd.

Plot: 7A, Baikampady Industrial Area, Baikampady,
Mangalore- 575 011, India.

Phone: +91 824 2405220

Fax: +91 824 2405219

Web: www.primacyind.com

Contact

Mr Raghavendra Rao

-

rao@primacyind.com

Mrs Sonia Suri

-

sonia@primacyind.com

Mr Prashanth Nambiar

-

prashanth.nambiar@primacyind.com