

## PRIMA Best Luxury Hotel Products Provider - Italy

As a creative studio with expertise and know-how, PRIMA has been serving customers with high demands for more than 30 years and provides the upscale hotel and gastronomy industry with bespoke bodycare concepts, exquisite furnishing ideas and a broad variety of customised, handmade, and one-of-a-kind products.

PRIMA researches the essence of 'being a guest'; being innovative, precise, and drawing on team experience to implement trends and create magic throughout the luxury product industry. Its PRIMA's passion for uniqueness that leads the brand forward, working with heart and dedication, strategy, and intuition.

The great attention to detail and delicacy allow PRIMA the perfect view of the big picture. This is exactly how the most suitable solutions, which are always positively perceived and appreciated by the guests of the house, can be elaborated and presented. Joined with clients, PRIMA can create inordinate ideas, transmitting the feeling of hope, adoration and awe, whether it is the first time working together or years after the initial collaboration.

Renowned as a creative atelier and, almost more importantly, as a trendsetter and valued consultant for sophisticated hotels and restaurants, PRIMA prides itself on having the trust of the best hotels in Italy, Austria and Germany and is now also operating in many other European countries. PRIMA is not just a brand; it is a quality essence of lifestyle perfection.

With an enormous array of products that ranges from highly effective, sustainable, fair, luxury and natural cosmetics to fine bed linens, towelling, stylish room accessories and sophisticatedly designed and handmade food, bar, and wine menus, PRIMA stresses the integral importance of fair, sustainable, and resource-saving production in all sales areas.

The company's strengths remain undisputedly in hotel cosmetics, amenity products, and handmade one-of-a-kind masterpieces, which add that little extra sparkle to each hotel. Moreover, PRIMA listens to its customers' problems, issues and wishes with passion, heart, soul, and a lot of attention to detail.



PRIMA strives for customised solutions and innovative ideas for its customers.

## PRIMA



PRIMA has an extensive showroom in the head office, where clients can find inspiration and view and sense the established products. Additionally, it strives to keep clients up to date and inform them about the newest trends and offers outside the showroom. Each with preciseness selected product carries the momentum of the PRIMA brand and can bring a magical touch inside every hotel or restaurant.

Individual and unique pieces should always be something special, with guaranteed authenticity and fit the house's philosophy. Most PRIMA products are sustainable or manufactured in an environmentally friendly way and the firm is currently collaborating with local companies to guarantee the validity of products. PRIMA clients value this and are also willing to pay a slightly higher price, as honesty is the best and biggest trend that benefits an industry brand.

The expectations of guests in the tourism industry are changing continuously. With its clients and the hosts, PRIMA always tries to understand and analyse changing needs to satisfy and appraise its clientele.

Especially during the past year, trends and requirements are changing fast, and sustainability and health are becoming more critical. Therefore, PRIMA is trying to provide its customers the perfect products for these new trends and setting even newer trends together with its clients. Overall, PRIMA is seeking continuous improvement and will always be keeping one eye on the 'tourism of tomorrow.'

Company Name: PRIMA  
Contact Name: Hannah De Martin Flecco  
Address: Via Luis Zuegg 40  
Web Address: [www.prima.bz](http://www.prima.bz)  
Contact Email: [marketing@prima.bz](mailto:marketing@prima.bz)

