

Primo Smallgoods

New administration facility

Primo, Australia's largest manufacturer of ham, bacon, salami and deli meats, has long been a leader in producing high-quality smallgoods for major retail groups across the country. As part of JBS Australia, Primo is committed to maintaining its family heritage while ensuring the highest standards of safety, quality and operational efficiency. To support growing demand and future expansion, Primo needed to combine multiple production operations and administration staff into one unified facility.

📍 Wacol, Queensland
📐 Master planning, design and construction

Project scope

Wiley was engaged to design and deliver a modern, efficient facility that enhanced production, streamlined operations and supported Primo's collaborative culture and values.

To ensure the facility met Primo's unique needs, Wiley initially worked in close collaboration with the key stakeholders, developing several design options that were reviewed and refined through a series of workshops.

The project was delivered in two key stages:

- *Stage 1:* A 9,000m² cold storage and distribution facility
- *Stage 2:* A 21,500m² production building and a 4,000m² administration offices and amenities (including a canteen for 600 workers)

Business value to client

Consolidating several Primo facilities into one state-of-the-art location significantly reduced operational costs by streamlining processes and improving workflow efficiency.

The human-centred design created an engaging space for both staff and visitors, enhancing collaboration, productivity and employee well-being.

With improved efficiencies and a focus on future growth, Primo is now better equipped to meet the increasing demand for its premium deli products while staying true to its values of safety, quality, and family heritage.

Award winning project

The project's excellence was recognised with the 2013 Australian Institute of Building Excellence Award for Professional Builder of the Year, showcasing Wiley's ability to deliver complex projects on time and to a high standard.



Wiley delivered a world-class facility.
Paul Lederer, Managing Director, Primo Smallgoods (at time of delivery)



Design and construct



Relationship



High collaboration



Master planning

