



Primo Foods, Sydney, Australia

Early warning fire detection for meat processing and storage

Reference Report

Primo is Australia's largest manufacturer of ham, bacon, salami and deli meats supplying quality food to major retail groups across Australia.

The Primo story began in a Sydney butcher shop operated by Hungarian migrant Andrew Lederer in 1957. Drawing on the authentic, traditional recipes of his homeland, he quickly established himself as leading purveyor of continental delicacies like sausages, smoked hams and salamis. Word spread and demand soared, and soon Lederer was on his way to establishing Australia's largest producer of ham, bacon and smallgoods.

Today, Primo Foods (formerly Primo Smallgoods), based in Chullora in Western Sydney, is the largest producer of ham, bacon and smallgoods in the Southern Hemisphere.

In 2014, Brazilian beef giant JBS acquired Primo from Mr. Lederer for USD 1.25 billion, who subsequently stood down as CEO.

Securiton has delivered ASD 535 Aspiring Smoke Detectors to protect Primo's premises in Sydney.

The ASD 535 aspiring smoke detectors are among the most precise early warning systems for fire. Impressing with their unrivalled performance level and very long service life, they are particularly reliable and robust and - thanks to their sophisticated detection technology - they can give a highly sensitive and early reaction to incipient fire conditions.



Project Name: Primo Foods
Project Category: Industry
Year of completion: 2019
System Components: SecurIRAS Aspiring Smoke Detectors ASD 535

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