

Primo Smallgoods

New cold store distribution centre and production facility

Primo Smallgoods (owned by JBS Australia) is Australia's largest manufacturer of ham, bacon, salami and deli meats, supplying quality smallgoods to major retail groups across Australia.

- Wacol, Queensland
- Master planning advisory services, design, construction, project management, Principal Contractor, commissioning

Project scope

Wiley was contracted to master plan, design and construct an integrated smallgoods processing plant that would consolidate several smaller Primo production operations. Primo required the new facility to produce up to 1,800 tonnes of smallgoods per week on a double shift.

The project incorporated:

- A 10,566-pallet freezer for the storage of meat products used in the manufacture of Primo products
- A 7,656-pallet distribution chiller for the storage, picking and distribution of finished products

The project was delivered in two stages:

- Stage one—9,000m² of cold storage and distribution
- Stage two—21,500m² production building, 4,000m² administration building, amenities and canteen for 600 workers.

A master plan was created to ensure timely delivery of design and construction over both stages of the project, as well as flexibility for any future developments.

The Wiley design team collaborated and developed Building Information Modelling (BIM) to import and model all key elements. This consolidated communication platform was an integral project delivery tool which provided 100% confidence in construction details and clash detection.

Business value to client

This integration project included many segregated low and high hygiene areas. Working with a food industry specialist with strong experience in separation of raw and cooked environments was paramount to Primo.

This project was delivered to a stringent deadline, ensuring the timely production of Primo hams and smallgoods to meet their busy Christmas demand.

Award-winning project

This project won the 2013 Australian Institute of Building Excellence in Building National Awards for Professional Builder of the Year.



Wiley delivered a world-class facility.

Paul Lederer, Managing Director, Primo Smallgoods (at time of delivery).



Complex services



Cold Storage



Greenfield



Master Planning

