

MATERIALS

- Volume Resins
- High Temperature Thermoplastics
- Engineering Polymers
- Specialty Materials

SEGMENTS

- Automotive
- Consumer Products
- Durable Goods
- Specialty Markets

CLIENT SERVICE

- Competitive Benchmarking
- Manufacturing Economics
- Market Assessment
- Opportunity Scan
- Target Assessment

The U.S. plastics industry is interested in understanding and conducting business in China and the U.S.

We have been working in China for years and understand that the drive into China has taken many routes. The automotive and electronics industries requested suppliers to relocate to China. The retail and home improvement industries wanted the lowest manufacturing cost. These types of market forces have pressured the plastics industry into re-evaluating how to deliver more value from U.S.-based businesses while evaluating participation in China.

Primary Impact provides plastic business managers with difficult-to-get, firsthand information and strategic advice about competitors, markets, product segments, customers, suppliers and distributors.

Primary Impact Delivers Firsthand Solutions

In the U.S. and China, we use Firsthand Intelligence™ fact-gathering for personal contact with sources who can answer your “Scope” questions.

Personal contact in the U.S. means conversations and some face-to-face meetings whereas in China, it primarily means face-to-face meetings. We contact vice-presidents, business managers, production managers, marketing managers, engineers, salespeople, production workers, laboratory technicians, engineers, logistics staffers, raw material suppliers, distributors, and customers.

Our consultants in the U.S. and China possess expertise in gathering firsthand information and providing strategic advice.



PI Primary Impact



From China, we send pictures so you can see what we are doing for you.

Firsthand Intelligence™ is our fact-based approach that ensures that evidence is behind our recommendations.



SPECIALIZING IN THE
PLASTICS INDUSTRY

Primary-Impact.com

Our Expertise

We specialize in the plastics industry in the U.S. and China. Specializing yields better results. Our consultants in the U.S. and China have years of experience in the plastics industry working to help clients make the best business decisions.

We are experts in gathering primary intelligence which comprises 75% of the value we deliver. Our new discoveries are then condensed to answer your scope questions. Finally, our consultants recommend actionable steps for growth and increased profitability.

Client Service for the Plastics Industry

COMPETITIVE BENCHMARKING

Assess the potential for success of your business plan and use information to drive changes.

MANUFACTURING ECONOMICS

Knowing competitors' cost structures helps improve performance and gain a competitive advantage.

MARKET ASSESSMENT

Understanding market information allows clients to identify growth opportunities.

OPPORTUNITY SCAN

Identify winning opportunities for a new product, a new technology, or a new market.

TARGET ASSESSMENT

Evaluating target companies is essential during due diligence.



Primary-Impact.com

Case studies on our website show client value.

Contact us to help grow your plastics business.

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Satisfaction Guaranteed

Primary Impact guarantees firsthand answers for your project scope questions.

Value Through Firsthand Information