



From right on the first step, Principia founders Juan Vicéns and Carlos Ceinos and their corporate team.

Principia Automation Solutions Move Clients Towards Success

BY MARIO BELAVAL DÍAZ

Founded by Juan Vicéns and Carlos Ceinos in 2008, Principia is a leading automation, manufacturing IT, and technical services solution provider in Puerto Rico, with a solid, successful presence in the mainland US, committed to its founding belief that there is a better way to serve the industry's needs.

"As far back as in 2004, we saw that site leadership faced a lot of pressure to reduce the conversion costs of their facilities, due to the expiration of Section 936, which required finding new alternative cost savings to stay competitive," said Ceinos, who is also the president of Principia. "We founded Principia with the idea to provide highly specialized automation services to the industry and allow companies to outsource these processes."

Ceinos explained that Principia trains people and provides them with the best skills.

"Thus, depending on the client's need, they can hire this consulting expertise or we can design solutions to make the operations more efficient," said Ceinos. "This flexibility is key, as there are not always special projects within plants, so by outsourcing this part, companies can achieve significant cost savings while maintaining quality processes."

Principia provides quality services at competitive costs in a sustainable environment to meet demanding and evolving expectations in the following main areas: Process Automation, Technical Services, Manufacturing IT, Project Management, C&Q, and CSV. With a team mostly comprised of skilled scientists and specialists with a manufacturing background, Principia's personnel's robust capabilities easily adapt to each company's way of working to ensure seamless integration and implementation. Furthermore, Principia holds certified supplier status to some of the world's leading biopharmaceutical companies in the world.

Principia's impressive roster of clients includes world-leading companies from the biotechnology, pharmaceutical, medical device, and the food and beverage industries.

"We are key contributors to the success of our clients by providing high quality services at competitive costs in a sustainable environment, while meeting evolving expectations," said Juan Vicéns, Vice-President and Co-Founder of Principia. "Our commitment is to use the best of our capabilities to strengthen the competitiveness and long-term outlook of the operations we serve, solidifying our success through our client-centric approach, improved processes and systems, assured quality operations, and cost-efficiency and sustainability."

The company's success is due to cost-efficiency, quality service, and sustainability, with a highly skilled staff that works within a range of industries, including the dynamic life sciences sector, to meet demanding and evolving expectations.

"The industry will move fast towards smart factories and industrial internet of things (IoT), which is an opportunity for automation and IT companies like Principia, but a significant cultural change and education is required," said Emilio Manfredy, Automation Technical Lead at Principia. "We are currently working with organizations, universities, and technology partners in this effort to become the preferred service provider."

Meanwhile, Omar Irizarry, IT Lead at Principia added that clients seek out Principia due to the company's "integrity, quality, focus, high ethical standards, and commitment to our customers."

"We believe in building long-term relationships," said Irizarry.

For his part, Ceinos explained that Principia's strategy is to continue to focus on Puerto Rico, "because we strongly believe in our island being an attractive destination for the biopharmaceutical industry."

"Moreover, we are also targeting special clients on the US mainland to expand our operations and to achieve a controlled and sustainable growth, while usually working with clients in Puerto Rico to provide robust solutions for their other sites in the US," said Ceinos. "We aim to provide excellent quality and, in this way, obtain long-term relationships and attract new clients."