

PHARMACOS

ABILITY AND INNOVATION DRIVEN BY PASSION



INTERVIEW WITH
VINCENZO MISITANO,
PHARMACOS CEO

EXPORT MAGAZINE: Pharmacos is an important manufacturing company in the contracting sector. How has the company evolved over the years?

VINCENZO MISITANO: Pharmacos was founded in 2004. In February 2020 I joined the company and in November 2021 I decided to dedicate myself wholly to this company, becoming the majority shareholder. The aim of this operation was to outline an important path of growth for a company that in recent years had already shown strong potential based above all on its capacity to produce products of quality, anticipating market trends. This potential, however, needed to be implemented in all its aspects, especially with regard to installation, management and manufacturing, with the inclusion of executives and the internalization of the whole production process.

EM: What is your programme of development based on?

VM: Before answering this question, I would like to briefly summarize my personal path. For over forty years I worked for the main manufacturing company in the sector, at first in the R&D department and then reaching positions of technical management and operations and plant manager. These roles have allowed me to acquire detailed knowledge of all the aspects that form the complex of a cosmetics company, from raw materials to the processes of transformation and product industrialization, as well as all the issues that may arise within a company and above all the solutions to be provided to an international clientele. As a result, my professional path has allowed me to organize as best as possible the Pharmacos entrepreneurial path of growth, which is mainly focused on two fundamental aspects, i.e. people and the products. The arrival of new

figures with significant experience in the sector has made it possible to create a highly professional managerial structure capable of supporting the different corporate functions, thus allowing a leaner management of the whole company and at the same time greater interaction between the departments. Furthermore, the renewal of the laboratories as well as the setting up of new areas and the acquisition of new machinery were indispensable investments to reorganize the company and make it autonomous on the production level, internalizing the production of the complete product range.

EM: Your background is therefore of great help...

VM: Of course, we could not have organized in only four months the new direction that we wanted to give to Pharmacos. To do so, first of all we had to boost our team, adding to the already valid elements in the company new human resources for each sector. The intention, from the very beginning, was to recruit the new figures based on the role that they would have covered in the organization: operations, the supply chain, quality assurance, the information system and any other position necessary so that a company can structure its growth. All the functions, from marketing to administration and commercial, the latter dedicated both to the Italian market and to export, are managed by strongly motivated professionals capable of supporting the growth not only of the company but also of the young resources on which the company Pharmacos has decided to focus on. As a matter of fact, our strategy lies in the creation of a varied team made up of a mixture of new talents supported by senior figures to provide an expertise in tune with the current needs.

EM: What are the instruments you use to promote your growth?

VM: We operate with the mentality of a medium-large company that is equipping itself with the most suitable instruments to grow, although still being a small



company. We focus on service and on speed to make flexibility one of our strong points; our timing is greater than the average, and this has allowed us to introduce the concept of 'infinite capacity', which indicates our ability to be flexible and produce from a small to large amount in a short time. We succeed in respecting and shortening the delivery times because we have opted for procurement by stock and no longer by commitment. It is certainly a strong investment which, however, allows us to practically never be without the materials for production, starting from raw materials, whose shortage, in particular in recent months, has created serious problems in our sector. We have also established a department dedicated to packaging, aimed at offering a wide variety of solutions. Besides focusing on market studies, our packaging department takes into account current requirements, in order to offer products of quality accompanied by a packaging able to satisfy the needs of the client while being perfectly suitable for the characteristics of the formulations to enhance their performance.

EM: How important is it to bring innovation today?

VM: It is indispensable. We formulate and make innovative products by developing unique formulations. To obtain performing products, we have to use raw materials of very high quality and exclusive technologies, alongside in-depth technical and managerial competence. We have equipped our departments to provide clients, even the most demanding ones, with products that meet the requested standards.

EM: If you were to define you 'savoir faire', what where would you start from?

VM: As I have already said in part, our skills go from trend research carried out by the marketing to the study of new formulations by the R&D department; this allows us to create consumer-oriented products ready to be put on the market. We also propose a range of ready-to-go products that covers four areas: bulk products, semi-finished goods, assembled and turnkey. Why choose Pharmacos? Our formulations, textures and colours are unique and special, the result of our experience. We can create innovative products, with an enviable price/quality ratio. We try to win; however we do not always succeed, in this case we have the humility to ask the client for the reason. In order to be able to improve, and raise the so-called bar.



EM: Do you take part in international trade shows, now that these events are being held in person again?

VM: We strongly believe in trade fairs, and we were affected during the pandemic by the slowdown in personal meetings, even though we were equipped to approach the market differently. 2022 will be a year where we will be present at the main trade fairs, with great expectations in regard to Cosmopack, which represents a unique occasion to meet 'the world', our world. We will continue throughout the year with various shows in Europe and outside Europe.