

Armada Nutrition to Change Name to Prinova Nagase Group

Armada Nutrition Announces Name Change to Prinova Nagase Group to Enhance Global Brand Alignment

Itasca, Illinois (October 24, 2023) – Armada Nutrition, a leading contract manufacturer of high-quality nutritional powders, announced today that it will change its name to Prinova Nagase Group on January 1st, 2024, to align with the name of its parent company. The name change will incorporate contract manufacturing of nutritional powders added to the capabilities marketed under the Prinova brand globally, alongside ingredient distribution, premix manufacturing, and flavor manufacturing. The company’s leadership and ownership will remain unchanged.

“We are excited to finally be tying the entire story together under the Prinova brand,” says Josh Lanagan, President of Prinova’s Value Added Divisions. “Our existing customers know the value of partnering with a contract manufacturer that’s also a global leader in ingredient distribution. This name change allows us to market that vertically integrated model more effectively, which is unique to the industry.”

The name change will impact all three of Armada’s manufacturing sites, encompassing over 850,000 square feet of contract manufacturing space, in Spring Hill, TN, Salt Lake City, UT, and Aylesford, UK.

With this shift, Prinova hopes to push the envelope in terms of what powder ready-to-mix brands expect from their contract manufacturer. “It’s the market intelligence on ingredients that really sets us apart for many customers,” expressed Dan Force, VP of Marketing and Innovation for Prinova. “That, coupled with the services Prinova offers across multiple end-use-market forms.”

Prinova has helped launch leading powder nutritional brands into the carbonated beverage space, by providing a unique combination of product development, premix manufacturing, and flavor manufacturing. This model empowers customers to have complete control of their raw materials and positions them for lean and efficient toll manufacturing, which is crucial for competing in this space.

With the forthcoming brand alignment and recent infrastructure investment, Prinova is more than ever poised to expand its contract manufacturing. The 400,000-square foot facility in Salt Lake City had its grand opening in November of last year, and Prinova recently expanded its European footprint with a sizable investment into its Aylesford, UK facility. Additional capacity expansion into stick-pack manufacturing for the US is also slated for early 2024.



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About Armada Nutrition

Armada Nutrition was founded by Prinova in 2015 as a full-service contract manufacturer specializing in powder applications, with close ownership ties to Prinova. It offers a streamlined process that includes access to market intelligence, regulatory support, and advanced quality control procedures, along with extensive on-hand inventory. The company's deep formulation expertise, end-to-end services, and proactive flavor innovation help customers continuously be first to market with custom nutritional products that fulfill consumers' tireless search for better. In 2019, both Armada and Prinova were purchased by Nagase Group.

About Prinova Group LLC

Headquartered in Itasca, IL, Prinova has provided high-quality ingredients, flavors, nutrient premixes, and value-added solutions to the food, beverage, and dietary supplement industries for over 40 years. As a world-leading distributor of functional ingredients, Prinova utilizes a global network to help its customers gain the strategic advantage they need to drive their business forward. Prinova was acquired by NAGASE & CO., LTD. ("NAGASE") in 2019. Founded in 1832, NAGASE offers global trading services of chemicals, plastics, electronics materials, cosmetics, and food ingredients. With more than 100 Group companies in 30 countries and regions, NAGASE offers unique values to customers by combining group functions of manufacturing, processing, and R&D. For more detailed information on Prinova and NAGASE visit www.prinovaglobal.com and www.nagase.com.