



NEWS RELEASE

Cosmoproject Implements Centric PLM to Streamline Business Processes

Italian cosmetics manufacturer partners with Centric Software to improve project management, boost cross-functional collaboration and power market growth

CAMPBELL, Calif., January 14, 2025– Centric Software® is pleased to announce that leading Italian cosmetics formula manufacturer, Cosmoproject, has successfully implemented Centric PLM™ to streamline business processes and power efficiency. Centric Software provides the most innovative enterprise solutions to plan, formulate, develop, procure, manufacture and sell consumer goods products in cosmetics & personal care, food & beverage, fashion and multi-category retail to achieve strategic and operational digital transformation goals.

Founded in 1993 by Primo Tortini, Cosmoproject offers full-service product development to global skin care and cosmetics, pharmaceutical and international luxury brands in Italy and Europe. Headquartered in Parma, with a 38,000 square meter factory, Cosmoproject has more than 270 employees and 200 active formulas under development. The family-owned business has a solid reputation for designing and manufacturing the best 'Made in Italy' cosmetics, toiletries and private label products.

Cosmoproject identified an opportunity to improve overall operations by streamlining workflows, better connecting teams across locations and standardizing customer documentation processes. While developing customized formulations for each customer is a pillar of its business model, it was searching for a unified approach to project management to save time and improve cross-functional collaboration.

“Each year, we are working on nearly 200 projects for our customers,” explains Annalisa Tortini, Head of Innovation at Cosmoproject. “While we customize each formula, the basic protocol is always the same and the challenge was to connect the dots between teams in different locations to streamline project management.”

Cosmoproject searched for a PLM system that could be the single source of truth to coordinate all of the offices, team members and project milestones to improve efficiency and product quality. After evaluating options, Centric PLM was selected for its simplicity, scalability and strong references.

“We were looking for a solution to bring order to our house and our project consultant said Centric is the best PLM in the market,” says Tortini. “Our choice was also driven by the possibility to extend the system in the future in other areas in our company including quality control and regulatory compliance.”

Cosmoproject is now live with Centric PLM, beginning with the project management phase. The implementation focuses on key objectives: creating a standardized matrix for customer briefs to enhance team collaboration and fully integrating all costs into the PLM system.

“With data stored in one location, I can see how many projects are active, accurately forecast turnover and have clear visibility of project timelines,” says Tortini. “Centric PLM is ensuring data security and continuity.”

When asked about the experience of working with Centric, Tortini shared, “We have had extensive interaction and positive communication with the Centric team. Centric Software has proven to be a trusted partner, and their teams have been professional and supportive throughout every step, from the gap analysis to the implementation process.”

“We are thrilled that Cosmoproject has successfully gone live with Centric PLM,” says Chris Groves, CEO of Centric Software. “We look forward to seeing them

succeed in streamlining their business processes with PLM and continuing to deliver the most innovative 'Made in Italy' cosmetics products."

Learn more about [Centric Software](#)

See Centric AI-Powered Solutions in action at NRF [2025](#), Booth #6257

[Request a demo](#)

Cosmoproject S.p.A. (cosmoproject.it/en/)

Founded in 1993 by Primo Tortini, Cosmoproject was initially a subcontractor mainly dedicated to the production of accessories or formulas that accompany perfumes (shower gel, creams and body butters). Thanks to the dynamism of its R&D Laboratory, and the investments aimed at innovation, it has developed over time, passing from being a simple subcontractor to a point of reference and operational partner for its customers. Today it boasts excellent formulators and contributes to the full-service development of its customers' projects. It successfully serves the global skin care and cosmetics, pharmaceutical and international luxury brands and has a solid reputation for designing and manufacturing the best 'Made in Italy' cosmetics, toiletries and private label products.

There is no Beauty without health.

Centric Software® (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides the market-leading AI-enabled Product Lifecycle Management platform for cosmetic and personal care manufacturers, brands and multi-category retailers. As experts in all fast-moving consumer goods, Centric Software delivers best-of-breed solutions to design, develop, source, buy, make, package, assort and sell products. Centric

solutions optimize the product portfolio, harmonize product offers and streamline product development by speeding time to market and innovation while enhancing quality control and ensuring regulatory compliance.

- **Centric PLM™** features integrated industry best practices and innovative, AI-enabled capabilities tailored specifically for cosmetic and personal care manufacturers and retailers. Seamlessly manage the overall product lifecycle, from initial concept and formula development to packaging, quality, supplier collaboration, labeling, production, SKU rationalization and beyond. Results include up to a 50% improvement in productivity and a 60% decrease in time to market.
- **Centric Visual Boards™** are a visually oriented top-down/bottom-up product portfolio optimization tool. Real-time data and imagery from multiple business systems are brought into a singular accessible workspace, creating a new, visual way of working for all teams to ensure robust, curated global/regional product offers, dramatically decreasing assortment development cycle time.
- **Centric Market Intelligence™** is an AI-driven platform giving insights into consumer trends, competitor offers and pricing to boost competitiveness and get closer to the consumer, with an up to 12% increase in average initial price point.

Centric Software's market-driven solutions have the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry. Centric Software has received multiple industry awards and recognition, appearing regularly in world-leading analyst reports and research.

Centric Software is a subsidiary of Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

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Media Contacts:

Centric Software

Americas: Jennifer Forsythe, jforsythe@centricsoftware.com

EMEA: Kristen Salaun-Batby, ksalaun-batby@centricsoftware.com

APAC: Lily Dong, lily.dong@centricsoftware.com