

# A W Faber-Castell SA in Personal Accessories (Brazil)

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## Abstracts

Faber-Castell continues to face strong competition from cheap, Asian products. In order to keep up with the competition, the company focuses on differentiating its products. The company continues to prioritise value-added products and products that are environmentally friendly in writing instruments. In the first semester of 2015, the company enjoyed a boost in sales due to the huge popularity of colouring books for adults in Brazil. Sales of large boxes of colouring pencils, with 36 or 48 pencils...

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