

Alen del Norte SA de CV in Home Care (Mexico)

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Abstracts

Alen del Norte is a domestic home care company which holds strong positions in multi-purpose cleaners and bleach, mostly with the power brands Pinol, Cloralex and Blancatel, and in laundry care through its brands Ensueño as well as Cloralex, with minimal participation in hand dishwashing. The company has a value strategy of offering high-quality products at reasonable prices. Alen del Norte is one of the few domestic companies with sizeable activities abroad, by operating a distribution and...

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