

APP (HK) Ltd in Tissue and Hygiene (Hong Kong, China)

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Abstracts

APP (HK) Ltd is expected to improve its brand positioning and increase its sales share in retail tissues and hygiene by aggressive and well-targeted marketing campaigns and by investing in modern production technology that will improve the softness, strength and absorption of its tissue products in order to compete with international and well-established brands while at the same time minimising impact on the environment.

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