

# APPE Iberia SA in Packaging Industry (Spain)

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## Abstracts

Despite the difficult financial situation the company is undergoing, innovation will remain a key goal. In the third quarter of 2013, it launched a new pack type, SprayPET. Although the future of the company is uncertain, the fact that the authorities have insisted that the company is sold as a whole will support the innovation strategy that APPE has always followed.

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