

AT Cross (Asia Pacific) Ltd in Personal Accessories (Hong Kong, China)

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Date: May 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A777386C8EEEN

Abstracts

Amidst a mature and competitive landscape, AT Cross (Asia Pacific) is committed to continuing to leverage product innovations to remain relevant while maintaining its upper price segment positioning. More specifically, with electronic gadgets being prevalent in consumer lifestyles, AT Cross will continue to explore writing instruments that cater to this shift.

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