

AW Faber-Castell Argentina SA in Personal Accessories (Argentina)

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Abstracts

The company aims to maintain its leading position in writing instruments through a brand positioning strategy bringing it closer to consumers throughout their lifetime and educating them about sustainable manufacturing processes in order to continuously build emotional bridges with its audience. Faber-Castell aims to be perceived as a leader in educational matters. Faber-Castell has a pioneering and unique project, which involves planting trees for the production of pencils from reforested wood,...

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