

BASF SA in Home and Garden (Brazil)

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Abstracts

BASF continues to focus its efforts on its core categories. The company has modern manufacturing plants in Brazil and continues to invest in product innovation in Latin America so as to offer high quality home paint in the region and remain competitive in such a highly concentrated marketplace. Construction and chemical products remain the company's core business, although it regularly innovates with its Suvinil brand in order to offer Brazilian consumers the latest trends in colour, texture and...

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