

Beauty Engineered For Ever Ltd in Home Care (New Zealand)

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Abstracts

Following its acquisition by Wet & Forget Ltd in 2013 after its previous parent company went into liquidation in 2012, the B_E_E range of home care products was re-introduced to New Zealand in 2014. The company is expected to look to expand its distribution capabilities and consolidate its presence in the market over the forecast period.

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