

Búfalo Werner & Mertz SA in Home Care (Spain)

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Abstracts

Búfalo Werner & Mertz SA is expected to continue responding to the green trend by offering its line of green-positioned home care products, commercialised under the brand Froggy. Environmentally-friendly home care products represent an emerging segment that could develop significantly in Spain over the forecast period. The company has already enhanced its offer through the introduction of an ecological range of dishwashing products.

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