

# Bimar SpA in Consumer Appliances (Italy)

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## Abstracts

Bimar's main strategy is set to involve investment in research and development within its Bimar Design division. This strategy has the main goal of designing innovative small appliances with value-added features, energy efficiency, high performance and respect for new safety standards. These values are set to be reflected in the company's 2013 new product launches. Bimar is also expected to continue focusing on expanding into China as well as participating in trade fairs with the aim of finding...

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