

Black Red White SA in Home and Garden (Poland)

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Abstracts

Black Red White is expected to continue expanding its distribution through opening new branded outlets, as well as selling the products in multi-branded stores. Moreover, the company is predicted to consistently introduce new collections in order to attract an increasing number of consumers. A well diversified portfolio offering products in different price segments, shapes, styles and colours, however, with a strong focus on high quality and functionality is likely.

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