

Bolton Nederland BV in Home Care (Netherlands)

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Abstracts

During the forecast period, Bolton is set to focus on consolidating its strong position in toilet care with the WC Eend brand through the launching of new value-added brand extensions. By doing so, the company hopes to stay one step ahead of its competitors in general and private label in particular. Another goal for the company is to increase the penetration of toilet care products at the expense of bleach. The company aims to extend its WC Eend and Dubro brands to various surface care...

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