

# Brinsa SA in Home Care (Colombia)

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## Abstracts

Brinsa will continue to focus on innovation, not only in home care under its leading brand Blancox but as a salt refiner with its leading brand Refisal, dishwashing with Loza Crem and Brinsa Química, its institutional branch. Brinsa will continue to look for ways to position its existing brands within every commoditised category in which it participates. The company will continue to reinforce its extension strategy and it is expected to expand its portfolio by entering in other categories over t...

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