

Bruynzeel-Sakura BV in Personal Accessories (Netherlands)

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Abstracts

The main strategy for Bruynzeel-Sakura in the Netherlands is to continue consolidating its position as one of the leaders in key categories such as colouring and pencils, and focus on further introducing innovations in mechanical pencils. The company will aim to capture children's interest in painting as a complement to the use of computers or electronic screens, with the possible development of applications which bring art work to life. Another path for growth is the hobby and arts and craft se...

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