

Brynild Gruppen AS in Packaged Food (Norway)

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Abstracts

Brynild Gruppen is a family-owned company, which recently completed an extensive and pervasive process of change – the main focus is profitable growth based on well-established brands. Part of this change was the acquisition of the sales and distribution of Beiersdorf's products, including Nivea, in Norway from January 2013.

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