

Clementoni SpA in Toys and Games (Italy)

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Abstracts

In 2013 Clementoni celebrates its 50 anniversary, thus its aim will be the continued supply of toys and games that are made in Europe, positioned as being safe and with an educational function. Clementoni is seeking to consolidate its position in Italy, being already perceived by Italian customers as one of the most reliable brands in the toys and games category, as well as pursuing further expansion abroad.

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