

# Colgate-Palmolive A/S in Home Care (Denmark)

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## Abstracts

Colgate-Palmolive is one of the few multinationals operating in Denmark which has adapted to the local preference for more environmentally-sustainable products. Colgate-Palmolive has been able to position its key Ajax brand in surface care as environmentally-friendly thanks to several of its products bearing the Svanen (Swan) Nordic eco-label.

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