

Comceh SA in Tissue and Hygiene (Romania)

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Abstracts

Comceh is one of the most important paper processors in Romania, manufacturing not only disposable paper products but also other types of paper, including writing and offset paper. It is one of the top five local disposable paper producers. At risk of being left behind, the firm has developed a new strategic direction, investing in the manufacture of higher-quality, average-priced products, and scaling back its prior interest in producing cheap merchandise.

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