

Delipap Oy in Tissue and Hygiene (Finland)

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Abstracts

Domestic player Delipap Oy aims to increase its value shares in its key categories of nappies and sanitary protection, by focusing on product innovation and a clear domestic eco-friendly positioning. Sustainability is important both in terms of market development and marketing. Its tissue and hygiene products were the first in Finland to be labelled with the Nordic Swan eco-label. Furthermore, the company's strategy is based on offering high-quality products that have been manufactured...

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