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DPL Disposable Hygienic Products Ltd in Tissue and Hygiene (Israel)

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Abstracts

DPL penetrated the local market with its own Babysitter range of nappies/diapers. The company is positioned as economy and competes on price with two main competitors, Huggies and Pampers. It operates on the principle that nappies/diapers is a basic consumer product and should not be driven by seasonal promotions, and therefore it offers a fixed price. DPL plans to continue to support its business relationships with the major retail chains.

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