

Dunavox Kft in Consumer Appliances (Hungary)

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Abstracts

Although Dunavox has a more affordable product range for home use, it aims to become the premium wine cooler provider of choice for all major local vineyards and to be associated with the high-end of the local wine culture abroad. Although innovation and product improvements remain priorities, Dunavox's portfolio is already the largest available in the market. New product launches are becoming less frequent as the emphasis is being placed on expanding its partner network, both in Hungary and abr...

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