

Econatural Ltd in Tissue and Hygiene (Ireland)

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Abstracts

Econatural Ltd hopes to continue enjoying success through its unique selling point of its specialisation in environmentally friendly tissue products. The company's operations have been adversely affected by the economic recession, which has led consumers to prioritise more important considerations than the ecological credentials of their disposable paper products. However, as the Irish economy slowly returns to rude health, the company has hopes that environmental concerns will once again...

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