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Electrodomésticos Solac SA in Consumer Appliances (Spain)

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Abstracts

In July 2014 Electrodomésticos Taurus SL acquired the brand Solac from Cegasa Group, which had declared bankruptcy. Thus the strategic direction will be focused on the new role of Solac as part of Electrodomésticos Taurus SL, with particular attention paid to expresso machines and irons. Going forward, it is likely that Taurus will continue to expand within small appliances through the acquisition of other brands or the entry into new product categories.

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