

Elho International BV in Home and Garden (Netherlands)

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Abstracts

Elho International's strategy is to continue innovating by offering creative products to its consumers throughout the year. Through marketing campaigns for its pots and planters in the Netherlands, the company aims to raise brand awareness for its products. One of its efforts is working with different retailers to create prominent shelf space for its products. Elho International is a family-owned business with its roots in the Netherlands. It exports its products and they are found in different...

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