

Encore Tissue Pty Ltd in Tissue and Hygiene (Australia)

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Abstracts

As Australia's largest manufacturer of recycled toilet paper and kitchen towels, it is up to Encore Tissues to build demand for "green" toilet paper. As a minor player, however, owning a collection of brands that are purposely unglamorous, it is doubtful if Encore Tissues has either the budget or the marketing talent to achieve such an aim. It is therefore likely to remain a minor player in the Australian tissues environment, producing cheap recycled toilet paper.

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