

Eurochartiki SA in Tissue and Hygiene (Greece)

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Abstracts

The company's primary aim is to expand its collaborations with grocery retailers for the production of private label home care and retail tissue products and boost the sales deriving from its own brand Endless by expanding the brand's distribution. In addition to the production of private label products for domestic retailers, increasing the numbers of agreements with retailers based beyond Greece's borders remains among the key company's key targets with regards to its private label activity. I...

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