

Fjäråskupan AB in Consumer Appliances (Sweden)

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Abstracts

Fjäråskupan aims to remain true to its positioning of premium made-to-order and handmade cooker hoods. The launch of the company's Imprint surface treatment in 2014 highlights Fjäråskupan's awareness of the needs of its wider target audience and the shift towards individualisation which has defined sales of premium consumer appliances in recent years as well as its willingness to appeal to these trends. The manufacturer's relatively recent launch in Finland, Poland, Norway, and Denmark...

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