

Flawa AG in Tissue and Hygiene (Switzerland)

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Date: June 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: F2369171E23EN

Abstracts

Flawa AG is set to continue placing strong emphasis on maintaining high product quality across its entire product range, including branded and private label products. The company has revamped the packaging design and marketing strategy for its branded portfolio, a process which was completed by the end of 2014. This will help Flawa to distinguish its branded products from cheaper private label alternatives and it is expected to give fresh impetus to its branded portfolio.

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Contents

Strategic Direction

Key Facts

Summary 1 Flawa AG: Key Facts

Company Background

Production

Summary 2 Flawa AG: Production Statistics 2014

Competitive Positioning

Summary 3 Flawa AG: Competitive Position 2014



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