

Flawa AG in Tissue and Hygiene (Switzerland)

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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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