

Flawa Schweizer Verbandstoff & Wattefabriken AG in Tissue and Hygiene (Switzerland)

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Abstracts

Flawa Schweizer Verbandstoff & Wattefabriken AG will continue to place strong emphasis on maintaining a high product quality with regards to its entire product range, including branded and private label products. The company has started to revamp the packaging design and marketing strategy for its branded portfolio and intends to complete this process by the end of 2014. This will help Flawa to distinguish its branded products from cheaper private label alternatives; it is expected to give...

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