

FLEX Equipos de Descanso SA in Home and Garden (Spain)

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Abstracts

It is not expected that FLEX will change its current strategy. Following the acquisition of the US brand ES Klufft, which allowed FLEX to enter the US market, the company will continue to expand its premium brand Vi-Spring and consolidate its position within the luxury segment, not only in the US but also in Europe and Asia. In Spain, the company will continue to support the performance of its leading brand, Flex, via the launch of campaigns such as “Renueva tu colchón, renueva tu pasión” (Renew...

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