

# Gelflex Laboratories in Eyewear (Australia)

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## Abstracts

Gelflex aims to continually increase and improve its product range through strong investment in extensive research and development. The company will leverage growth on its strong reputation and high-quality products. Gelflex will continue to face pressure from the dominant multinational companies such as Ciba Vision and Bausch & Lomb, which have considerable strength due to their huge global presences, significant marketing budgets and widespread brand awareness.

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