

Gelflex Laboratories in Eyewear (Australia)

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Date: November 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: GE4D6397264EN

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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