

Global Paint Products BV in Home and Garden (Netherlands)

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Abstracts

Global Paints is seeking to expand its position within the home paints category in the Netherlands. It is investing in new products that are designed to meet the growing demand for environmentally-friendly formulas and convenience, while also aiming to expand distribution to chained home improvement retailers. The focus of future growth will be geared towards consolidating exports in Europe and Latin America through its subsidiary in Curacao.

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Contents

GLOBAL PAINT PRODUCTS BV IN HOME AND GARDEN (NETHERLANDS)

Strategic Direction

Key Facts

Summary 1 Global Paint Products BV: Key Facts

Summary 2 Global Paint Products BV: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Global Paint Products BV: Competitive Position 2013

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