

Guangdong Huarun Paints Co Ltd in Home and Garden (China)

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Abstracts

After being acquired by Valspar Corp, the parent firm announced in 2013 that it was altering the developmental direction of Huarun Paints by focusing on two key brand extensions - Huarun and Century Pearl - over the forecast period. In order to distinguish from other brands, including Valspar, which is slowing increasing the speed of its expansion through Huarun's nationwide distribution channel, Huarun Paints will focus on enhancing its environmentally-friendly technology and components over...

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