

Guangdong Vinda Paper Co Ltd in Tissue and Hygiene (China)

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Abstracts

Guangdong Vinda Paper Co Ltd (Vinda) will allocate more resources to research and development, and to marketing, to enhance consumer awareness and the reputation of its personal care brands. It will also strive to further broaden the penetration of sales channels, expanding its sales via e-commerce and specialised distribution channels to achieve better synergies from the integration with SCA's businesses.

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