

# Guangzhou Blue Moon Co Ltd in Home Care (China)

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## Abstracts

In June 2016, Guangzhou Blue Moon Co Ltd announced the launch of the concentration upgrade plan among Chinese households to accelerate the popularity process of concentrated liquid detergents in China. The plan is going to launch new concentrated plus products. Meanwhile, the company will set up model shop of concentrated products and a concentrated technology lab and hold a series of experience campaigns to promote concentrated products.

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