

Gunry AB in Tissue and Hygiene (Sweden)

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Abstracts

Gunry AB will pursue growth over the forecast period through the strengthening of the Gunry brand name as a recognisable brand on a national scale. . The company sought to build consumer loyalty and brand recognition in 2012 through a new website, Facebook page and Twitter account. It will continue to use and develop social media in the forecast period as a cost-effective means of reaching both existing and potential customers.

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