

# Happycall Co Ltd in Home and Garden (South Korea)

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## Abstracts

Happycall Co Ltd started with a limited product line, but successfully expanded its product portfolio with research and development efforts. The recent movement is to enter the food preparation appliance market with its ultra-high speed blender. The new blender has been extremely successful through the home shopping channel and is expected to increase its distribution channel in 2017. Happycall Co Ltd was established in 1999 as small independent company. In 2016, the company was acquired by priv...

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