

# Henkel La Luz SA in Home Care (Guatemala)

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## Abstracts

Henkel La Luz is a multinational company that resulted from the merger of domestic company Fábrica La Luz and multinational German Henkel AG & Co KGaA in 2003. Fábrica La Luz had operated in Guatemala for over 60 years and had good-quality home care brands that enjoyed a good reputation. Since the merger, the company has begun to internationalise its brands, and has slowly changed the domestic brands to global ones. For example, Limpiol has become Pril. Henkel La Luz is always innovating and imp...

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