

Industria Química Brillex SA in Home Care (Chile)

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Abstracts

Industria Química Brillex is a company dedicated to the development, manufacture and commercialisation of chemical cleaning products for the home. Since 2010, the company has diversified its portfolio to cover the needs of homemakers via the introduction of original products. Although it focuses on mature areas, its strategy has been to develop additional characteristics in each area in order to provide greater efficiency and to differentiate its offering from those of larger players in the...

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