

Intertissue Ltd in Tissue and Hygiene (Ireland)

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Abstracts

After the strong results registered by the Regina and Nicky brands in retail tissue in Ireland during the review period, Intertissue aims to expand its product range with the launch of new products as well as focusing on the development of the Thirst Pockets brand through advertising and promotional campaigns. Product differentiation and the extension of its distribution network are set to remain the key factors behind the company's success during the forecast period.

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