

# Iromedica AG in Tissue and Hygiene (Switzerland)

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Date: July 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: I0E843C4724EN

## Abstracts

Iromedica AG will continue to employ research and development to strengthen the competitive position of its Cami-moll brand in Switzerland. According to company information, a particular focus will be given to the maintenance of a high-quality products, as well as the release of premium, value-added features. Iromedica will direct its marketing efforts towards strengthening Cami-moll's image as a trusted, domestic brand in Switzerland, thereby tapping into Swiss consumers' growing preference...

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