

Jacoby Jack & Sons Ltd in Home Care (Israel)

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Abstracts

The company will continue to try to “reinvent” itself through the launch of new products with a value for money positioning. Its toilet care tablets/powders introduced in 2012 under the Hapi brand, for example, were the first of this kind of product to be made available in the domestic market and reflect the player’s technological developments. Jacoby Jack & Sons Ltd is also expected to continue to focus on its new environmentally-friendly line.

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