

Kai Corp in Home and Garden (Japan)

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Abstracts

Kai Corp is expected to continue to focus on innovation and quality in the forecast period. Its launches will strive to offer unique features and high levels of design, often being developed in partnership with organisations or individuals with a strong reputation in premium consumer foodservice. The company will also continue to offer super premium limited editions within kitchen knives. In addition, the company will seek new ways of reaching out to consumers, with brand-specific and advice web...

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