

Kansai Plascon (Pty) Ltd in Home and Garden (South Africa)

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Abstracts

Kansai Plascon aims to further improve its products, communication, services and in-store promotional activities to ensure increased equity for its Plascon brand. As a subsidiary of Japanese-owned Kansai Paint, the Plascon brand is expected to continue to benefit from its resources and research and development expertise. The group is expected to launch a mid-range product, which would enable the company to compete with mid-market products as well as potential private label varieties over the for...

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