

Kimberly-Clark GmbH in Tissue and Hygiene (Switzerland)

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Abstracts

As one of the leading branded manufacturers of tissue and hygiene products in Switzerland, Kimberly-Clark GmbH is set to continue developing innovative products, focusing strongly on reducing costs through its FORCE (Focus on Reducing Costs Everywhere) programme. In addition, the company is looking to boost margins through moves such as reducing the number of tissues per box across its Kleenex lines without changing the retail selling price of the box.

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