

Koh-i-noor Hardtmuth AS in Personal Accessories (Russia)

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Abstracts

Koh-i-noor Hardtmuth's global management has recognised Russia as one of its main strategic priorities of further company development. The company has plans to expand the consumer perception of the Koh-i-noor brand in Russia as the manufacturer of highest quality graphite pencils and erasers. The company's management has set the goal of consolidating its position in Russia over the forecast period, especially in mechanical pencils and pens.

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