

Kütahya Porselen San AS in Home and Garden (Turkey)

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Abstracts

Kütahya Porselen is expected to create a new category during the forecast period, as the company introduced the first flame-resistant porcelain pots, Porflame, which are different than heat-resistant pots. The product is expected to be especially well accepted well by the increasing number of health-conscious consumers as the product is made of 100% natural materials

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