

La Brosse et Dupont SA in Home Care (France)

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Abstracts

La Brosse et Dupont (commonly known and hereafter referred to as LBD) is expected to invest in the development and marketing of floor cleaning systems and home insecticides. In home care, the company's significance is mainly in surface care floor cleaning systems under the brand Elephant; LBD also has a small range of home insecticides branded Steripan. The company may potentially invest in air care, wipes and/or other home care categories to gain further value growth.

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