

# Lotte Aluminium Co Ltd in Packaging Industry (South Korea)

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### **Abstracts**

According to the company's internal research, Lotte Aluminium is maintaining the leading market share among its competitors. However, the domestic industry of printing and packaging is highly competitive in nature. Lotte Aluminium continues to strive for its leading edge by means of cost-competitiveness and the development of highly functional materials that will set the company apart from others.

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