

Lucart France SAS in Tissue and Hygiene (France)

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Abstracts

Lucart France is a private label manufacturer, mainly producing tissue products, as well as developing its own brand activity in France, with 50 years of experience in retail tissue. The company is expected to invest further in eco-friendly products, whilst also upgrading its offer. However, it will have to be increasingly selective as demand for recycled products is disparate in France, being limited in toilet paper, kitchen towels and tissues but more important in paper tableware.

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