

# Mapa Spontex France in Home Care (France)

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## Abstracts

Mapa Spontex France is expected to invest further in innovative surface care and more specifically in floor cleaning systems. The company is likely to capitalise on its experience within the business-to-business marketplace in order to build value growth in home care over the next five years. The company is also set to increase its expenditure on marketing and communication efforts in an attempt to revive its brand identity and image.

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