

Melhoramentos Papéis Ltda in Tissue and Hygiene (Brazil)

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Abstracts

Melhoramentos Papeis is expected to develop its current portfolio in retail tissue categories such as napkins, kitchen towels and toilet paper, and develop its presence in retail hygiene categories, which it entered more recently with Cotidian in incontinence products, Babysec in nappies/diapers/pants and Ladysoft in sanitary protection. The company has benefited from synergies with the Chilean company CMPC since its acquisition in 2009, and aims to compete fiercely with large players...

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