

Metsä Tissue AB in Tissue and Hygiene (Sweden)

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Abstracts

The company is set to seek growth opportunities through constant waves of new product launches. Observations during 2016 revealed a particular focus on the launch of limited edition products with designs to match seasonal events. One example of this was the launch of Lambi toilet paper and paper towels with Christmas motifs. This practice, alongside the further development of its Klubb Serla and Lambi Soft Club customer loyalty programmes, will form an integral focus going forward for Metsä.

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