

Metsa Tissue as in Tissue and Hygiene (Slovakia)

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Abstracts

Metsa Tissue will attempt to defend its leading position in kitchen towels as the category shows strong future growth potential. Furthermore it will try to strengthen its position in other categories by innovating its product portfolio and strengthening “green products” thus boosting the specific value of its brands. The company will also increasingly focus on its away-from-home product portfolio.

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