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Metsä Tissue AS in Tissue and Hygiene (Norway)

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Abstracts

Metsä's future plans are not expected to diverge greatly from its current strategy. Therefore, the company will continue to promote its Lambi brand on a "softness" proposition and its Serla brand as "value-for-money". It is likely that the company will continue to build loyalty via its "Soft Club" and "Serla Club" customer loyalty programs, while innovation and product improvements will remain integral to ensuring continued customer interest in Lambi and Serla over the forecast period.

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