

Mitsubishi Pencil Co Ltd in Personal Accessories (Japan)

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Abstracts

Mitsubishi Pencil uses the slogan “The finest quality is the best service” in its corporate communications and continues to offer high-quality and high added-value products. The company’s core business is writing instruments, primarily in the economy and mid-priced segments. Its product portfolio includes a range of strong brands, such as Uniball, Mitsubishi Jet Stream, Posca, Kurutoga and Style Fit. The company is focusing on creating environmentally-friendly products, with its Green-Net recycl...

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