

Morando SpA in Pet Care (Italy)

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Abstracts

In 2016 Morando continued to have the wellbeing of pets as the key objective in its company mission, with it committing to offering balanced pet food that is guaranteed by the scientific community to be healthy. The innovation in its products highlights the company's willingness to invest in product novelties and in upgrading its premium range so as to offer increased specialisation in line with consumer trends. Over the forecast period the company is expected to continue improving its products...

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