

Naujoji Ringuva AB in Beauty and Personal Care (Lithuania)

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Abstracts

The company aims to increase its value share in bath and shower in Lithuania by developing new products and investing in new production equipment. It hopes that this will help it to improve the efficiency of its manufacturing processes and optimise its costs. In 2011, the company began manufacturing ecological personal care products under its recently revamped Smile brand. In addition, improvements are underway in terms of packaging design and the expansion of the company's product lines. Almost...

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