

Nippon Paper Crecia Co Ltd in Tissue and Hygiene (Japan)

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Abstracts

Nippon Paper Crecia belongs to Japan's second-largest pulp company, Nippon Paper Group Inc. In 2015 the player aims to improve its profitability in retail tissue by shifting its focus towards premium offerings and closing unprofitable manufacturing plants. It is also looking to expand its grow AFH tissue sales by promoting Crecia EF AFH hand towels to hospitals and offices. As the first company to launch retail toilet paper in Japan in 1963, the company looks to strengthen its presence in this...

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