

Nopa Nordic A/S in Home Care (Denmark)

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Abstracts

Nopa will endeavour to ensure its standing as the leading private label producer for home care in Denmark. This will entail continuous investment in meeting the increasingly advanced product needs of retailers, especially in relation to the addressing of environment and sustainability concerns. Nopa states the end user and customer focus set the direction for the company. Accordingly, customer insights and product innovation will remain integral in forming its strategic direction.

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Contents

Strategic Direction

Key Facts

Summary 1 Nopa Nordic A/S: Key Facts

Summary 2 Nopa Nordic A/S: Operational Indicators

Production

Summary 3 Nopa Nordic A/S: Production Statistics 2015

Private Label



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