

Normin AS in Home Care (Norway)

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Date: May 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: N1FB8486CDCEN

Abstracts

Normin AS entered home care in 2012 via the acquisition of Kirk AS and the company aims to continue to increase its presence in the Norwegian market. Normin AS will continue to invest in offering high quality products under its Trinol brand and ensuring that they are widely available in Norway. Strong promotional campaigns and the development of attractive packaging will be part of the new strategy of the company.

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