

Nova Packtum Kft in Tissue and Hygiene (Hungary)

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Abstracts

Nova Packtum's key strategy is aimed at improving its company share through economy and standard brands, especially in tissues, where it presents a wide range of low-priced products. The manufacturer continuously widens its product range and improves it with new fragrances. It also offers variety, mainly in the standard segment, to attract price sensitive customers; for example 1-ply, 2-ply and 3-ply tissues.

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