

Ontex CZ in Tissue and Hygiene (Czech Republic)

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Abstracts

Ontex CZ's main strategic direction is to strengthen its share within baby wipes and nappies/diapers in the forecast period and beyond. In incontinence products and sanitary protection, on the other hand, the company is unlikely to become more significant over the forecast period. The company would like to further continue innovation of its Helen Harper brand and build a wider distribution scope of this brand in the Czech Republic.

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