

# Panasonic AP Sales [Thailand] in Consumer Appliances (Thailand)

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## Abstracts

Panasonic's key focus in 2012 was on becoming an environmentally friendly brand for Thai consumers. New product development promotes energy saving, amongst other environmentally sound endeavours. One of its innovations is the Econavi technology, intelligent eco sensors, which is integrated into some of its refrigeration appliances, automatic washing machines and air conditioners. Technology was driving innovation of Panasonic products in 2012. The company continues to allocate approximately 10%...

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