

Papelera del Plata SA, La in Tissue and Hygiene (Argentina)

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Abstracts

La Papelera del Plata is a leader in tissue and hygiene in Argentina due to its broad portfolio of products, spanning the economy and mid-priced segments. In 2014, the company had issues with importing from its plant in Uruguay, which had a negative impact on sales, particularly on tissues. In 2015 it is expected to solve this problem, as well as to continue its policy of product launches to maintain its leadership in tissue and hygiene in the country.

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