

Papelera San Andres de Giles SRL in Tissue and Hygiene (Argentina)

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Abstracts

Papelera San Andres de Giles SRL registered excellent dynamism in tissue in 2014. Unlike the leading companies, Papelera San Andres joined the governmental program, Precios Cuidados, and gained share with its brand, Felpita. Also, it revolutionised the market by launching the first toilet paper for children, which consists of a variety of colours and drawings. In 2015, the company will continue to develop its line Kids, to boost sales.

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Contents

Strategic Direction Key Facts Summary 1 Papelera San Andres de Giles SRL: Key Facts Company Background Production Summary 2 Papelera San Andres de Giles SRL: Production Statistics 2013 Competitive Positioning Summary 3 Papelera San Andres de Giles SRL: Competitive Position 2014



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