

# Pars Cellulose PJS in Tissue and Hygiene (Iran)

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## Abstracts

Pars Cellulose has announced plans to launch new brand Goltex in 2015, with this positioned as suitable for sensitive skin, although the range of products offered by this brand is yet to be announced. The company is thus likely to benefit from ongoing new product development in the forecast period. The company will also continue to benefit from expanding its distribution reach and thus attracting a wider range of consumers. The company's affordable pricing will also prove a key advantage in the...

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## Contents

Strategic Direction

Key Facts

Summary 1 Pars Cellulose PJS: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Pars Cellulose PJS: Competitive Position 2014

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