

# Persan SA in Home Care (Spain)

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## Abstracts

According to company sources, the key strategy of the company is based on innovation. The company has an innovation facility in Spain, opened in 2015, where it concentrates on the process of launching new product developments. Launches concentrate on laundry detergents, dishwashing and fabric detergents in private label, but also on its brands: Flota, Puntomatic and SAN.

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