

# Pilot Pen Australia Pty Ltd in Personal Accessories (Australia)

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Date: September 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P3F2C56C558EN

## Abstracts

Pilot Pen Australia aims to maintain its share through the launch of new and innovative products over the forecast period. The company's share will be impacted by digitalisation, and the launch of new products will help differentiate its brand and drive new revenue. For example, the company witnessed success with its Pilot Frixion ink pen, which allows consumers to erase mistakes with no damage to the paper.

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