

Poliboy Brandt & Walther GmbH in Home Care (Germany)

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Date: August 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

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Abstracts

Poliboy Brandt & Walther GmbH, as a traditional player, will continue to focus on the communication of its core values of product quality, with an emphasis on the usage of environment-friendly ingredients. The firm will maintain, support and strengthen its good reputation as an expert in special purpose cleaning and care products through various marketing channels. Despite its niche positioning which limits its growth opportunities, this also allows the company to strengthen its value and...

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