

Polti SpA in Consumer Appliances (Italy)

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Abstracts

Polti's main strategy is expected to consist of launching new products, revisions of older models and limited editions, with the majority of these new and revamped products set to benefit from ecological and time-saving positioning. The company is set to continue investing in both steam iron systems and steam vacuum cleaners and it is set to seek further certifications, in line with the strategy it pursued during 2013. During the forecast period, Polti is also likely to continue investing in...

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