

POZIS - Proizvodstvennoe Obedinenie Zavod imeni Sergo in Consumer Appliances (Russia)

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Abstracts

POZIS is focused on the development of innovative, technologically advanced consumer appliances, with a primary focus on refrigeration appliances. The company actively uses online channels to boost sales and increase brand awareness. POZIS is also actively working on the differentiation of its products in terms of design.

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