

Prodesa SA in Tissue and Hygiene (Chile)

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Date: March 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P73A36D40CEEN

Abstracts

Prodesa is a Chilean company dedicated to the domestic production of nappies/diapers/pants, incontinence products and sanitary protection. The various brands the company offers such as Puppet, Pilucho, Paratí, Fiorella, and Proactive are all positioned at the economy end of the price spectrum and the company looks to position itself as a serious player within traditional grocery retailers outlets as well as chemists/pharmacies and health and beauty specialist retailers.

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