

ProLogistic doo in Home Care (Slovenia)

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Abstracts

Since it entered home care in Slovenia, ProLogistic has made a concerted and highly visible push to become the economy home care brand of choice among Slovenian consumers. In certain product categories, the company has benefited from the inheritance of legacy brands from the now defunct Pejo Šampionka, but has also actively launched new brands in home care as well as in tissue and hygiene.

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