

Puig SL in Tissue and Hygiene (Spain)

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Abstracts

The Catalan company Puig is reorienting its main business to the premium segment. Indeed, in the last two years it sold most of its low-end to middle-market brands. With regard to its activity in tissue and hygiene, it is present with the premium brand Vitesse in facial cleansing wipes. Its objective is to become a leader in the premium segment in Spain. Collaboration with the leading companies and concentration of its activities in a selected range of products is the strategy it is using to...

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