

Punto Rojo SA in Home Care (Costa Rica)

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Abstracts

After being purchased by the international operator Colgate-Palmolive Co during 2013, Punto Rojo laundry care and dishwashing brands are expected to achieve a more regional presence. The company is set to achieve additional savings through economies of scale, while becoming more proactive in terms of product availability in the Central American region, improving its brand image through new packaging presentations and more competitive unit prices. Besides home care, the local manufacturer is also...

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