

Renova Benelux Bvba in Tissue and Hygiene (Belgium)

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Date: April 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: R411DBEE0CCEN

Abstracts

Renova is determined to continue its expansion in Belgium through daring innovations and strong marketing support, much of which is focused on toilet paper. The company is squeezed between powerful multinationals and increasingly aggressive private label retailers in retail tissue. Therefore, in order to succeed, the Portuguese player continues to push the boundaries in the tissue and hygiene industry, investing in niches, supporting the development of eco-friendly products and creating...

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