

# Riem, Groupe in Home Care (Belgium)

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## Abstracts

Like many other players in home insecticides, Groupe Riem looks likely to face growing consumer distrust about the possible noxious effects of such products. Therefore, the company has committed to sustainable development by recently embracing the Charter of Sustainable Cleaning, improving the efficiency and sustainability of industrial activities, and using more environmentally-friendly ingredients. In addition, the company wishes to branch out into the successful household...

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