

Rolli-Pet Tiernahrung GmbH in Pet Care (Austria)

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Date: December 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: R87567F5BEFEN

Abstracts

Rolli-Pet Tiernahrung focuses on its own range of products under the Peddy brand name and is also involved in the private label manufacturing activities of Erbo AG. Being part of the Erbo Group, the company is expected to follow the group's wider strategy. It is likely that Rolli-Pet Tiernahrung will focus on the manufacture of private label items, which generates healthy revenues for the group, especially due to the stiff competition the Peddy brand faced from private label products at the end...

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