

Santher - Fábrica de Papel Santa Terezinha SA in Tissue and Hygiene (Brazil)

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Abstracts

Since the management of the company returned to the founder's family, Santher - Fábrica de Papel Santa Terezinha SA is expected to strengthen its leading position in toilet paper, kitchen towels and napkins. It should reinforce its position in sanitary protection and tissues through innovative product launches following the trend towards value-added products.

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