

# SCA Hygiene Products Hellas SA in Tissue and Hygiene (Greece)

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## Abstracts

SCA Hygiene Products Hellas will employ a strategy that combines discounting and investment in new product launches in order to gain sales share and to compete with private label. Social responsibility is also one of SCA Hygiene Products Hellas's top priorities in Greece and, during the review period, this involved the company investing in the creation of a socially responsible company profile. As such, the company will continue to donate products to old people's homes and to families in need.

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## Contents

Strategic Direction

Key Facts

Summary 1 SCA Hygiene Products Hellas SA: Key Facts

Summary 2 SCA Hygiene Products Hellas SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 SCA Hygiene Products Hellas SA: Competitive Position 2014

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