

SCA Hygiene Products Nederland BV in Tissue and Hygiene (Netherlands)

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Abstracts

SCA Hygiene Products Nederland intends to achieve future growth through both further brand acquisitions and the expansion of its presence in both retail and away-from-home. The company places great emphasis on technological innovation and increased efficiency. It will continue to pursue a dual strategy of strategically positioning its own brands as well as manufacturing private label products. This strategy allows it to benefit from the growing presence of private label in tissue and hygiene to...

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