

# SHP Celex ad in Tissue and Hygiene (Bosnia-Herzegovina)

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## Abstracts

SHP Celex is a part of regional retail tissue leader SHP Group. One of its traditionally important income generators is the production of semi-finished tissue, but sales have declined since Violeta launched its own production of semi-finished tissue. SHP Celex needs new products to sustain its sales levels. One attractive option is expansion into hygiene – sanitary protection, nappies/diapers/pants and wipes.

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