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SHP Group in Tissue and Hygiene (Macedonia)

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Abstracts

Over the forecast period SHP Group will seek to strengthen its position in the Macedonian tissue and hygiene market by introducing new products under its Harmony brand, while also working to improve distribution and promotion of its established ranges. At the same time, investment in the modernisation of its facilities across Central and Southeast Europe should enable the company to improve production efficiency and product quality standards. This will also help to strengthen its...

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