

SHP Harmanec as in Tissue and Hygiene (Slovakia)

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Abstracts

SHP Harmanec is the leading payer in retail tissue in Slovakia and the company has a strong position in retail tissue across Central and eastern Europe. The company's strategic direction involves maintaining its current position and expanding its presence within the regions of Central Europe and the Balkans. The key aim for the company during the forecast period is set to be to redefine its positioning, moving away from its historic image as a manufacturer of paper tissue products and towards be...

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