

Sitracel SA in Tissue and Hygiene (Cameroon)

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Abstracts

Sitracel SA continued to demonstrate strong performance in tissues and hygiene in 2016. The company has plans to continue to grow and diversify its portfolio, evident from its recent new product developments, to enable it to become more competitive with international players. Sitracel SA is expected to continue to invest heavily in marketing, and increase its visibility online through platforms such as ekoolo.cm.

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