

Smurfit Kappa Benelux BV in Packaging Industry (Netherlands)

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Date: January 2018

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: S8E27722D54EN

Abstracts

Smurfit Kappa Benelux will continue to focus on client satisfaction maximisation whilst also acting in the interests of the communities in which it operates and its shareholders. Through innovative packaging, the company aims to offer its customers packaging that will enable companies to achieve sales growth, optimise costs and mitigate risks. The company will also continue to focus on offering clients maximum on-shelf visibility, while recognising that the rise of private label and discounters...

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