

Sofidel Benelux NV in Tissue and Hygiene (Belgium)

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Abstracts

Until 2013, Sofidel was active in Belgium exclusively as a private label manufacturer for retailers like Etn Franz Colruyt and Delhaize Group. However, the company purchased the Moltonel and Lotus brands from SCA Hygiene Products in this year. This followed the European Commission's ruling, which forced SCA Hygiene Products to sell part of its brand portfolio. Sofidel has subsequently focused on the development of its brands rather than on private label activity.

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