

Spotless Hungary Kft in Home Care (Hungary)

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Abstracts

Spotless Hungary Kft aims to gain higher market share in home care, especially in laundry care and home insecticides. To achieve this goal the company continuously improves its laundry aids and insecticide products, offers special products which are not offered by other players, for example colour retainer sheets for washing. To raise its value sales and gain share in other categories, the company introduces new product lines such as air fresheners, or brings back older brands such as Vim in...

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