

Suavizantes y Plastificantes Bituminosos SL in Home Care (Spain)

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Abstracts

In the short term Suavizantes y Plastificantes Bituminosos SL is set to follow a twofold strategy. On the one hand, and in line with the strategy followed over the review period, the company is set to continue investing in R&D in order to launch new products. In 2015 the company launched new toilet cleaners. On the other hand, the company is set to expand its range of professional cleaning products, where it operates under the brand Cleanity.

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