

Sugar Bubble Co Ltd in Home Care (South Korea)

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Abstracts

Sugar Bubble Co has been overcoming corporate rehabilitation proceedings since 2011, and in an attempt to recover from losses, in 2014 it introducing a detergent with 100% natural ingredients, packaged under the Sugar Bubble Baby brand. The detergent is made with only sugar cane and olive oil, and the packaging is also made with sugar cane. With this new sensation within eco-friendly detergents, the company plans to increase domestic sales and expand overseas. The company returned to value...

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