

Super-Pharm (Israel) Ltd in Tissue and Hygiene (Israel)

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Abstracts

Super Pharm (Israel) Ltd is one of the leading health and beauty specialist retailers in Israel and the company is working towards positioning itself as a strong player in tissue and hygiene as well. Super-Pharm's main goal is to continue expanding and developing its private label products in order to compete with leading brands through strong branding campaigns and expanding into new categories.

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