

Tetra Pak (Malaysia) Sdn Bhd in Packaging Industry (Malaysia)

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Abstracts

Tetra Pak (Malaysia) Sdn Bhd is a market leader in liquid carton packaging. In response to the increasing popularity of polyethylene terephthalate (PET) bottles in food packaging, Tetra Pak aims to create differentiation and segmentation with new packaging formats, such as innovative alternatives to PET bottles. In the short-to-medium term, the company plans to introduce a new portfolio of packaging options to its customers and push for more innovative designs. It also aims to engage its...

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