

Thermomix in Australia Pty Ltd in Consumer Appliances (Australia)

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Abstracts

As the leading seller of the eponymous multifunctional kitchen appliance, Thermomix in Australia Pty Ltd is set to strive to remain the leader in its niche. The launch of the company's latest model, the TM5, is set to continue to drive the company's sales. However, the expiry on the patent of the original Thermomix has seen many cheaper imitations emerge in recent years. Thermomix in Australia Pty Ltd is set to work hand-in-hand with the Thermomix's parent company, Germany-based Vorwerk...

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