

Tikkurila OOO in Home and Garden (Russia)

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Abstracts

Tikkurila OOO represents its Finnish parent company in Russia. It aims to be the market leader in home paint in Russia for both consumers and professionals. Russia is stated as the core market for Tikkurila Group. Tikkurila OOO boosts sales in Russia with innovative ecological products development, expanding points of sale and various promotional activities, including cooperation with Jokerit, a Finnish hockey team participating in the Russian hockey league KHL. At the end of 2014, Tikkurila con...

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