

Trixie Heimtierbedarf GmbH & Co KG in Pet Care (Germany)

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Abstracts

As the current leader in pet products within both Germany and Europe, Trixie Heimtierbedarf continues to follow its successful growth strategy, based on a high level of consumer orientation, passion and innovation. The launch of new products following current and still evolving consumer trends is likewise important to the company's success, as is its high level of engagement in charitable activities. Continuously investing in its core values, such as employee satisfaction and education and the...

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