

Trudi SpA in Toys and Games (Italy)

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Abstracts

Trudi's strategy is to continue providing products recognised for their high quality, safety, innovation, design, and which can create a bond with the customer. Thanks to the company's constant investment in product development and innovation, focusing also on enlarging the product portfolio including digital and electronic components, in line with the latest market trends, as well as thanks to the high perceived quality of its products, Trudi is expected to continue performing well in the...

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