

Unichem doo in Home Care (Slovenia)

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Abstracts

Unichem is a Slovenian manufacturer of home insecticides and other chemical products for professional use and home and garden care. The company's products are sold primarily via specialist outlets, such as DIY stores, home and garden specialist retailers and department stores and its home insecticide products can be found in all major supermarkets and hypermarkets, including many health and beauty specialist retailers. Unichem aims to increase its investments in marketing and advertising for...

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