

Unsgaard Packaging (Pty) Ltd in Home Care (South Africa)

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Abstracts

Unsgaard Packaging is expected to continue to support its range of products in home care with marketing, including competitions, online marketing and TV advertising. However, there are signs of the company focusing more on personal wipes rather than household care wipes and floor cleaning systems, with the company launching a Facebook page for its Cherubs range and launching Cherubs Hand Wipe packs in a pocket format in early-2013. Within home care, the company may well continue to lose share...

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