

Unsgaard Packaging (Pty) Ltd in Tissue and Hygiene (South Africa)

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Abstracts

Unsgaard Packaging will continue to focus on offering carefully-tailored new product development during the forecast period. The company for example launched Cherubs Hand Wipe packs in early-2013 in pocket packs that fit into even the smallest handbag. This aims to appeal to busy mid- to high-income mothers on the go. The company will also continue to invest heavily in marketing, with competitions, online marketing and TV advertising being key focus areas. The company notably launched a...

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