

# Vajda Papír Kft in Tissue and Hygiene (Hungary)

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## Abstracts

Vajda Papír Kft aims to expand further to become the largest paper manufacturing company in Hungary and become a recognised regional player. The main strategy of the company is to gain shares in retail tissue through the production of large volume in good quality, adjusting the products to the changing demands of consumers. Innovation plays a key role in its strategy. To grow its value sales and become one of the leading domestic companies, Vajda Papír is continuously renewing its product...

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