

Verallia Argentina in Packaging Industry (Argentina)

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Abstracts

The growing concern for environmental issues allows Verallia to strengthen its position thanks to its line of eco- friendly packaging called Ecova. Recent investments in two of its furnaces increased its production capacity of this type of packaging. The eco-packaging demand grew very strongly in the review period, as eco-packaging's sales share of total sales rose by 15% in 2009 to 65% in 2013. In 2015 it is expected that sales of the Ecova line will continue to increase.

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Contents

Strategic Direction

Key Facts

Summary 1 Verallia Argentina: Key Facts

Summary 2 Verallia Argentina: Operational Indicators

Company Background

Production

Summary 3 Major End-use Categories for Verallia Argentina by Pack Type 2013

Competitive Positioning

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