

Villeroy & Boch AG in Home and Garden (Germany)

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Abstracts

In Germany, Villeroy & Boch is mostly known as an upscale brand which sells high-quality tableware. Because of its long tradition in the German market (the brand was founded in 1748), Villeroy & Boch enjoys a strong reputation amongst consumers, particularly those who value its constant innovation and exclusive designs, through which the brand is able to distinguish itself from the competition. Villeroy & Boch also manufactures premium bathroom furniture, on which the company is putting an incre...

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