

# Vitalbans Oy in Consumer Health (Finland)

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Date: April 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: V6076FED715EN

## Abstracts

Domestic company Vitalbans aims to manufacture and market medicinal products with a Finnish image, with high-quality products at reasonable prices. Its slogan is “we do not bargain with quality”, and it aims to compete with the large players. The company is focusing on becoming increasingly active abroad. Given the strengthening competition in its home market, its focus has been on increasing exports, mainly to neighbouring Baltic countries, as well as to other Eastern European countries.

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