

Vitakraft-Werke Wührmann & Sohn GmbH & Co KG in Pet Care (Germany)

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Abstracts

In its strategy for growth and future success, Vitakraft continues to concentrate on its core values. The development and production of high-quality products under consideration of the latest scientific findings and in close relation to current consumer trends remains one of the key factors for the company's strong position in Germany. High levels of expertise achieved through employee training and a quality assurance system aim to create benefits for consumers to gain and maintain their trust...

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