

Vorwerk Folletto SaS in Retailing (Italy)

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Abstracts

In 2016, Vorwerk Folletto introduced a new product to the Italian market, namely the VK200, a smart appliance which understands the type of surface it is in contact with and polishes it accordingly. To launch the product, the company ran 12 days of promotional activities in two premium hotels in Rome and Milan, inviting 5,000 sales agents.

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