

Vrancart SA in Tissue and Hygiene (Romania)

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Abstracts

The strategic direction of Vrancart is marked by the creation of its first high-quality brand product under the Lilla Camilla name. The company is engaged in an intensive media campaign aiming to promote its new brand, which is of higher quality than its previous products but offered for a lower price than the other strong brands of toilet paper. Up to now the company was focusing more on producing cheap, low-quality products situated at the low end of tissue and hygiene in terms of price and...

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