

Wepa Hygieneprodukte GmbH in Tissue and Hygiene (Germany)

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Abstracts

As one of the major private label producers in Germany, Wepa Hygieneprodukte GmbH faces a high level of competition and growing challenges. Not only rapidly increasing energy costs threaten its growth, but also the high level of innovation brand manufacturers maintain in such a mature environment. In order to differentiate itself from other competitors in Germany, Wepa is set to use cost-cutting programmes and activities to increase efficiency and productivity in an effort to improve...

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