

Werner & Mertz Benelux SA in Home Care (Belgium)

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Abstracts

In order to ensure the future development of the company, Werner & Mertz is expected to continue to focus on environmentally-friendly products and to commit to a sustainable approach to both its products and the production process. Like Ecover Belgium, Werner & Mertz Benelux will face an offensive from standard brand manufacturers that are increasingly integrating green claims into their offering, that are not quite as they seem. However, Werner & Mertz Benelux can look to the loyalty of...

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