

Werner & Mertz GmbH in Home Care (Germany)

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Abstracts

Werner & Mertz GmbH skilfully combines modernity and tradition in its organisational structures, values and philosophy as well as in the development and marketing of strong and outstanding brands and products. In order to be able to face the strong competition in home care in Germany, this mid-sized local company constantly evaluates and evolves processes and its product portfolio so as to offer unique sustainable and efficient products. In future, Werner & Mertz seeks to take its 'green'...

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