

Winning Brands Corp in Home Care (Canada)

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Abstracts

Winning Brands Corporation, through its subsidiary, Niagara Mist Marketing Ltd, designs, manufactures and sells household and commercial cleaning products, as well as cosmetic and personal care formulations primarily in the US and Canada and internationally. Winning Brands Corp has the stated goal of becoming a leading Canadian manufacturer of 'responsible cleaning solutions'. The company, however, is facing strong competition from mainstream brands as well as other manufacturers of green...

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