

Witte Molen BV in Pet Care (Netherlands)

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Abstracts

In 2013, Witte Molen was acquired by the Belgian company, Laroy Duvo. The company offers a wide range of pet food products and pet accessories. Witte Molen benefits from the economy of scale advantages this takeover offers. The strategy of Witte Molen is to further increase the product variety in bird food and expand its already broad product range for small mammals. The company has its focus on revitalisation of the Witte Molen brand by introducing new product ranges, new brands and new packagi...

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