

ZH Belovo AD in Tissue and Hygiene (Bulgaria)

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Abstracts

ZH Belovo AD continued to have difficulties in 2013 with stagnant tissues volume and the financial uncertainty resulting from the Greek ownership of the manufacturer which limited its growth opportunities. Despite these difficulties, ZH Belovo AD is still the market leader in retail tissue and a recognisable brand in key segments with strong manufacturing support. The company remains the biggest manufacturer of tissues in Bulgaria and identified private label manufacturing, export and...

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