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Tork to China

Tork, SCA's successful Away-From-Home (AFH) tissue brand, is now being launched in China. It starts in the expansive Shanghai region which is the commercial base for cultivation of the growing Chinese market. The launch in China marks another step in SCA's global market strategy for Tork.

Tibor Kovacs, Director of Sales and Marketing for AFH Products in the Asian region, comments: "The Chinese tissue market is extremely important. So for us, increasing our presence in China is a logical move."

To start with, SCA is establishing inventory and distribution facilities for sales in the Chinese market.

Tork is SCA's global brand for tissue and value-added services for different types of public environments such as restaurants, hospitals, hotels, offices and industrial premises.

The product range includes toilet tissue, hand wiping products, tissue napkins, wipers for cleaning in offices and industrial premises, and liquid soaps – all integrated into Tork's hygienic dispensing systems.

SCA is getting off to a flying start as a result of China's focus on improved hygiene as part of preparations in the service sector ahead of the 2008 Summer Olympics in Beijing and the 2010 World Expo in Shanghai.

"Economic development in China is creating a huge demand for hygiene solutions in the AFH segment," says Tibor Kovacs, SCA.

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