

Labstore South Africa attains Amka Products as client

Labstore South Africa, shopper marketing business unit of Y&R South Africa, recently added Amka Products' Gold Series to its client stable on a project basis, commencing 1 June 2015. Amka's Gold series, a range of perfumes, is currently focusing on wholesalers and the indirect trade, after formally launching its products in the local market in 2014.

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