



BALMORAL
INTERNATIONAL

Our news - April 2021

Discover our new commercials

Our new **Paul Masquin - Pol'Hop** advertising films are available. They highlight three of our ranges:

- **Brooms**
- **Sponges**
- **Clothespegs**

The format chosen allows for exploitation on television but also in cinema and even social networks. They exist in **French and English versions**. They can be produced in other languages.

Their playfulness, in the form of 3D animation, makes their distribution possible in **different countries**.

[Discover them](#)

New planogram software

Would you like to have an overview of our **assortment on your shelves**? It is now possible.

We have invested in a software that helps to **build planograms**, an **indispensable** visual element during a layout!



Here is an overview of the result

The quality of **Paul Masquin - Pol'Hop** products

With more than **80% of our products made in France**, coupled with an exceptional know-how acquired for more than **80 years**, the quality of **Paul Masquin - Pol'Hop** products is **indisputable**.

Through "Les Experts du Ménage" / "Your household experts", you offer an **irreproachable quality** to your customers and keep them **loyal**.

Would you like to check our quality for yourself?

Click on this link to have a comparison of the competitors' products with **Paul Masquin - Pol'Hop**... and don't hesitate to test our products yourself !

[Comparison](#)



An unprecedented shortage of plastic

The tension was already palpable in the last quarter of 2020. The **January-February-March 2021 cold snap** in the Gulf of Mexico made the situation much **worse**.

Texas and Louisiana are **two key petrochemical states in the USA**, producing millions of tons of plastic each year. The facilities were not designed to withstand such cold snaps and were **severely damaged**, resulting in a sustained **shortage**.

A large part of the American plastics industry is thus **paralyzed**, which results in a shortage of supply and a price explosion.

Most commodities are experiencing increases that we have never seen before.



In a context still very degraded, **we remain active** and assure you **regular supplies**. Our factories are open as well as our logistics.

Next meeting in May to present you, among other things, the installation of an advertising arch and the support we give to an association.

Take care of yourself.



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