



**BALMORAL**  
INTERNATIONAL

## ***Our news - April 2022***



### **POL'HOP - A NEW CATCHPHRASE**

Our logo now carries our new catchphrase: **POL'HOP, make it easy!**

Gradually, our POS displays will use this logo and this tagline. Do not hesitate to ask us for the file to use it on your own supports.

A French version also exists: **POL'HOP, simplifiez vous la vie !**

A simple and very effective logo, in the image of POL'HOP products



### **UPDATED POL'HOP PRESENTATION**

Our presentation booklet (brand, factories, quality approach) has been updated. It is now available in English and in French.

[Click to discover our POL'HOP presentation!](#)



### **PRODUCT DEVELOPMENT**

In order to better respond to your requests, **we have created a homogeneous wooden handle** (therefore made from a single piece of wood to enhance the strength of this product). At one end a hole, allowing to hang the handle in supermarkets, at the other end a red plastic injected socket. Our handle is now available with a French thread and very soon with an Italian thread.

**The POL'HOP handle replaces the two PAUL MASQUIN handles N°35 and N°35B.** It is made in Italy. The handle reference is 930109.



### **CONCORDE BROOM**

Our **new broom CONCORDE** offers **exceptional comfort**: it is made of dual-injection. All around the virgin plastic socket, a generous strip of rubber to absorb the blows against the walls, furniture but also at the level of the socket which ensures an excellent holding of the handle. Thanks to this broom, **cleaning is done at supersonic, speed!**



### **ROUND BUCKET**

A great product **POL'HOP : the round bucket** offers a capacity of 12 liters. **Very practical** with a large opening on the front to pour water and a comfort handle. The wringer fits perfectly on the bucket to be used with our mops.



### **OVAL BUCKET**

Other great product **POL'HOP** : the oval bucket **An ergonomic, soft and practical shape..** A large capacity: 13 liters. A comfort handle allows to move the bucket easily, without effort. The wringer holds well and allows the bucket to be used with our mops.



### **FLOOR SQUEEGES**

Our **new floor squeegees** are available in **THREE sizes** : 35cm, 45cm et 60cm. The black foam is made of **pure rubber**. The structure is made of **stainless steel**. The thread is in pure plastic (molded directly on the metal) and it receives both French and Italian handles thanks to its **universal thread!**



### **VISCOSE MOP**

Our **viscose mop** is practical, eco-friendly, budget and above all **it leaves no trace on the floor! Its thread is universal** and therefore receives French and Italian handles.



### **TRIPLE ACTION MOP**

A brand new technology for this fringe that allows to **wash, scrub and dry floors at the same time!** A more than effective fringe with soft colors and a **universal thread!**



### **HELENE BROOM**

The **HELENE broom** is **definitely a classic but "top of the line"**, with a light and bright wood varnish socket and colorful fibres.



### **FLUO BROOM**

The **FLUO broom** is **declined in 4 super vitamin colors!** It comes with a 120cm metal handle.



### **DESIGN BROOM**

The **DESIGN broom** is **ready to use** since it comes with a 120 cm metal handle. It can be used as a broom or a brush. It has **two different types of bristles**: soft and hard allowing it to be used inside and outside. The shock absorber is green or orange (assorted



**!! Our 2nd quarter special offers are available!!!**

[Click to discover our special offers!](#)



### **A NEW ORDER FORM**

In a few weeks, a **brand new order form will be available**. It will allow you to place your orders more easily. New products, those being discontinued and/or substituted, and special offers will be clearly indicated. All you have to do is enter your quantities and volume of your pre-order will be calculated. Once you have saved the EXCEL file, you can send it to us.

**This is a new, easy and efficient tool.**



### **ECO-FRIENDLY APPROACH**

Our eco-friendly approach even concerns our packaging. We replace cardboard with smaller labels which are easily understandable with 4 languages and the "made in" information.

**The POL'HOP consumer is thus provided with clear and accurate information.**

### **SEA TRANSPORT**

We are once again experiencing **significant shortages of vessels and containers**. This situation is likely to continue throughout 2022.

China has once again confined / closed many cities and ports. The conflict between Russia and Ukraine is also causing transport problems.



**We therefore encourage you to anticipate your orders as much as possible.**



### **PRICE**

Since the beginning of the RUSSIA / UKRAINE conflict, we have experienced very strong tensions on the raw materials we use, in particular on steel and plastic.

**You should take advantage of our current prices.**



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