



**BALMORAL**  
INTERNATIONAL

## Our news - February 2021



### **POL'HOP : our new brand**

**POL'HOP** allows us to develop **complementary products** to our historical brand **PAUL MASQUIN**.

**PAUL MASQUIN** remains our reference brand with a "core range / Premium" positioning thanks to the use of **virgin plastic and highest quality fibres** but also to an exceptional technological know-how. **POL'HOP** is not to be outdone with products mainly designed and manufactured in France.

### **POL'HOP is the friendly brand on the rise**

The range is complementary and now includes **100% viscose floorcloths** which are both **budget AND eco-friendly** (the viscose comes from old T-shirts).

Our products are **manufactured in France** without addition of chlorine.

Two sizes are available (50x60cm and 50x80cm) and we offer the range in **white and colors**. The floorcloths are sold **individually and in sets of three** (including an **exclusive** set with one white and two colored floorcloths!).

Our **mats also carry** our **POL'HOP** brand.



### **Origin of POL'HOP**

The brand was designed by ACTI ([www.acti.fr](http://www.acti.fr)), a Marketing Team based in Lyons (France).

The challenge was to create a **"nice", dynamic brand, which moves** while interspersed with a brand created in ... 1938 - **PAUL MASQUIN** - .

In addition to the brand, it was also necessary to think about the logo (shape, colors) .

Our logo aims to make the brand accessible, aimed at a young audience, seeking to simplify life.

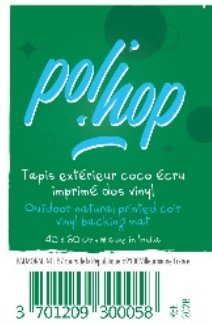
For this, **movement and simplicity are at the heart of the identity**.

The logo is therefore built on a handwritten, italic and refined typography. Two apostrophes and a horizontal parenthesis reinforce the idea of movement and structure the whole.

The two apostrophes can even remind us of drops of water. A luminous blue conveys the aspects of purity and cleanliness.

**Finally, PAUL MASQUIN and POL'HOP are the experts in cleaning!**

## First POL'HOP products



Despite the difficult context, we remain **active** and **assure you regular supplies**. **Our factories are open** as well as our logistics.

Next Newsletter will be published in March. It will present you, among other things, our new commercials!

Stay safe and Take care!



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57 cours de la République  
69100 Villeurbanne  
+33 4 13 95 06 71

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