



**BALMORAL**  
INTERNATIONAL



### **Strengthening the sales team**

**Pascal BALADIER** has joined **BALMORAL-POL'HOP's** export sales administration and logistics team.

Thanks to his experience and expertise, he brings a new dynamic to our Company.

---

### **Suez Canal**

Attacks by Houthi rebels in Yemen against merchant ships in the Red Sea are continuing. These attacks are targeting a route that accounts for around 15% of the world's maritime traffic and is an essential communication route between Europe and Asia.

Many major oil companies (BP, Shell, QatarEnergy) and shipping companies (MSC, Maersk, Hapag-Lloyd, CMA CGM, etc.) have already decided in recent weeks **to avoid the Red Sea** until further notice. The major Japanese shipping line Nippon Yusen (NYK Line) also confirmed this week that it was completely suspending the transit of its cargoes through the Red Sea.

**Freight costs** have risen from \$1,200 at the beginning of December 2023 to \$5,000 at the end of January 2024 for the 1x40'HC.

In January, we experienced **supply tensions for our coir brooms** (Sri Lanka), **our gloves** (Malaysia) **and our raw materials** (cotton for our fringes, iron and stainless steel for our scourers and boulinox).

Our stocks will be replenished by the end of February.



Export ship rotations are also beginning to be affected.

**We therefore ask you to anticipate your orders as far as possible.**



### Our 10 commitments

We would like to remind you that we have made **10 commitments in order to be even more efficient and closer to you.**

Click on the button below to find out more !

**BALMORAL -  
POL'HOP  
PRESENTATION**

### Instagram

**BALMORAL-POL'HOP** is on Instagram.

We'll be posting informative articles about our products (how to use them, why they're used, what they're used for, etc.), videos highlighting the product to help you discover it, interactions with you on your various questions and lots of other surprises!



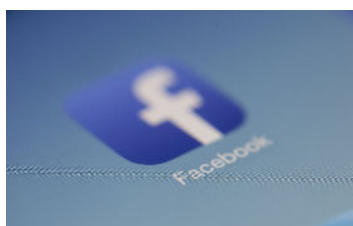
Don't hesitate to subscribe by clicking on the button below !

**INSTAGRAM**

### Facebook

After launching on Instagram, we will also be present on Facebook.

To subscribe, just click on the button below !

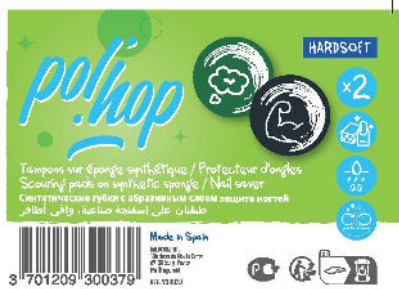


**FACEBOOK**

## Packaging evolution

Our **STAR** anti-inflation products are currently being launched, with streamlined, efficient packaging. **Our three priorities remain ease of use, innovation and sustainability.**

At the same time, we are continuing to **redesign the packaging of our other products, adding the name.** This is the case, for example, with our **PRETTY** fringe, made from extra-long, extra-fine cotton to track down the slightest dirt.



## Sponge nail saver

**Our PACK OF 2 nail protection sponges is changing !** It now contains a sponge with a "standard" quartz-based green abrasive and another sponge with a super power black abrasive.

**HARDSOFT** is a smart PACK OF because it offers two sponges in the same purchase, for different but complementary uses while taking care of your nails!

The sponge with the green pad can be used for washing up, the one with the black pad for cleaning the grill or barbecue, for instance.



**Discover our POL'HOP factories!**



© 2023 BALMORAL INTL  
136 Chemin du Moulin Carron  
69130 ECULLY - FRANCE  
+33 4 13 95 06 71

Cet e-mail a été envoyé à {{ contact.EMAIL }} Vous avez reçu cet email car vous vous êtes inscrit sur BALMORAL INTL.

[Se désinscrire](#)

