



BALMORAL
INTERNATIONAL



PARTNERSHIP WITH HENKEL

HENKEL having acquired SWANIA, leader of the eco-friendly detergents (MAISON VERTE and YOU), we are very proud to continue this partnership which was initiated at our creation.

HENKEL recognizes the professionalism of BALMORAL INTL.



OUR FACTORIES

POL'HOP is manufactured in **our ultra-modern factories in compliance with international standards.**

Our vocation is to offer you the best quality at a competitive price while having an eco-friendly approach.

Discover our video !

[Visit our factories!](#)



WHY POL'HOP?

POL'HOP is the only brand of household products 100% exported. Our company is entirely oriented towards international business. With **POL'HOP**, there are no parallel channels but **a distribution controlled only by YOU, thus a clear partnership.**

POL'HOP MOPS RANGE

5 new POL'HOP mops will be launched next March. They meet "classic" (traditional cotton fringe), budget (viscose) or technical (super fine cotton, microfibre, triple action) needs.

Three of them have a **universal screw thread** allowing to adapt all the handles.



POL'HOP FUNNY BROOM

The FUNNY broom joins the POL'HOP range.
A super broom: half-long fibres that trap the smallest dust particles, shockproof (so as not to damage your walls and furniture), a Soft 120cm handle. This broom is effective on all types of floors (tiles, parquet, linoleum, marble ...) and it is **available in 4 vitamin colors!**

The FUNNY BROOM is part of our 1st half of 2022 special offers and is available now.





OUR POL'HOP HANDLES

POL'HOP handles are currently being developed in 120cm and 130cm, depending on the model. They will be manufactured in Italy.

In steel or chrome, in one or two colors! Solid handles.

For **POL'HOP**, our **brushing standard is the Italian screw thread** (the most widely used worldwide) but we are also developing a French screw thread handle.

The label is clear and avoids the consumer to be mistaken!

The launch is planned for next March.



A NEW POL'HOP TRUCK

A **POL'HOP - PAUL MASQUIN truck** is crisscrossing Martinique through to our local partner, NOUVEL OZIER LAFONTAINE.

This truck displays **our new visual identity**.



OUR POS DISPLAYS: AN ASSET FOR STORES

A **new POS** will be available soon: a strip.

This allows you to hang and display light products (sponge squares, microfibre dishes, dishwashing brushes) and/or to duplicate the layout (example: LHH + FMCG) in a limited space.



RUGBY SPONSOR

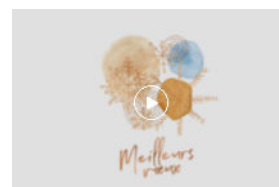
We support **XV DE POULZ**, the **rugby team** of which Sully is a player. Sully is a member of our Sales Administration team.

We present you **the new POL'HOP polo shirt** of the team !

VERY HAPPY 2022 NEW YEAR!

*We wish you a 2022 wonderful year!
May it bring you happiness and joy.*

Click on our greeting card on the right !





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