



BALMORAL
INTERNATIONAL

Our news in JULY 2022

GROUPE
THION
Au fil de l'innovation, depuis 1913
Une vocation internationale



REINFORCED PARTNERSHIP

As we told you in our latest newsletter, **our partnership with THION Group is reinforced**. A 100% family-owned company, number 1 in Europe for cleaning textiles, THION corresponds perfectly to our philosophy based on quality products at a competitive price.

The partnership with PAUL MASQUIN will end in September 2022. By this date **all orders in PAUL MASQUIN will be delivered**.

WITH THION GROUP

We will be able to offer you branded products from August onwards POL'HOP and LA MENATEX to ensure continuity in your stores.

POL'HOP includes all quality positioning from budget to Premium (including a double compartment bucket and very soon trolleys for hospitals, hotels...).

pol'hop
Make it easy!

As we stated in our latest newsletter and in a customer mailing, **our collaboration with PAUL MASQUIN ends**.

Through our brand POL'HOP we offer you a more competitive price positioning and above all a brand dedicated 100% to the export market, not available in France.

The **PAUL MASQUIN** items that remain in our catalog are there to ensure the transition and will be replaced by **POL'HOP** by **Septembre 2022** (plus microfiber wipes under LA MENATEX brand since we have further strengthened our partnership with THION Group).

Since the beginning of 2022 your orders are delivered in **POL'HOP** on many items.

It would seem that **PAUL MASQUIN** has chosen to use intermediaries to make a few export "shots" while concentrating on the private label market in mainland France.

Each company has its own policy. Ours, as well as **THION Group**, our partner, is to offer you quality products, competitive, adapted to your markets, with a commercial and marketing support.

Once again, POL'HOP is now our brand and which we are actively developing.

Each month, our order form allow you to see the new **POL'HOP** products, our promotional offers but also the discontinued products (in particular **PAUL MASQUIN**). This document also contains a table of equivalences between **POL'HOP** and **PAUL MASQUIN**.



POL'HOP FLOORCLOTH

POL'HOP welcomes a new woven floorcloth made of majority cotton, embossed, black color. The two white and blue stripes bring a premium touch to this product. **This new black color is very trendy.**



POL'HOP : THE GREATEST

A product not so basic as that !

WASHING BRUSH !

The **POL'HOP** washing brush is a super ergonomic brush, a high quality fiber that resists heat, a super practical hanging hole. Finally, a brush that can be used for all purposes: to clean a denim, to strip a surface...



NEW FORM FOR

Our dustpan **POL'HOP** benefits from

OUR DUSTPAN

It can always be snapped on the handle. The brush is always

a "lifting". **New ergonomic shape** with a greater depth to prevent dust from coming out, the dustpan has a bi-material lip. This way, you can put the dustpan on the ground and the dust can't get underneath!

generously filled with fiber. **The colors are brilliant !**



SMALL DUSTPAN

The small dustpan **POL'HOP** has more than one trick up his sleeve! **Super practical**, it can be clipped on a handle to be used as a dustpan. It can also be used as a table sweeper to pick up crumbs! **A great look** with a bi-injected lip!



NEW TRIPLE ACTION

A new look for our triple action **POL'HOP** mop... **terribly efficient to clean all types of floors quickly and thoroughly !**

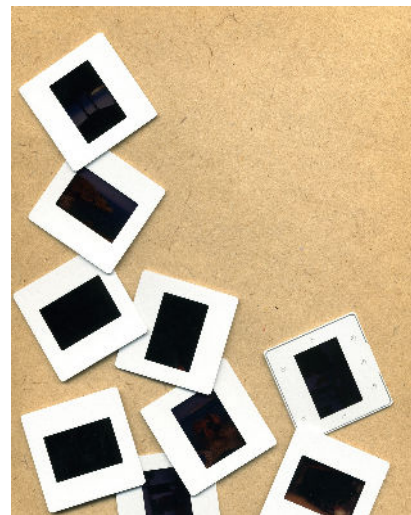


MOP

Washing, scrubbing and drying fringes for effortlessly clean floors!

PHOTO LIBRARY

Our photo library is ready. **All the pictures POL'HOP and LA MENATEX are available in HIGH QUALITY.** ULR links can be sent to you. By September, this photo library will be included on our website www.polhop.net



!Our 3rd quarter promotions are available. Discover them!

[Click to discover our promotions!](#)





OUR NEW SET OF

We are launching a **new set of 6 POL'HOP natural sponges with green pads**. The sponges are ergonomically cut.



6 NATURAL SPONGES+PADS

The packaging is well suited for promotional offers, especially since the box is a small display.

This new product is part of our 3rd quarter promotions.



G.T.C

Our General Terms and Conditions of Sale will evolve as of July 2022 in order to comply with the current legislation.



RAW MATERIALS

As of next September we will have to update our price-list. We are trying to reduce and/or defer the increases we are experiencing. Unfortunately, the raw materials remain very unstable in a context of very important speculation. This could last until mid 2023.

We must continue our human and productive investments.

It is therefore advisable to anticipate and maximize your next orders.



© 2022 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](#)

