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Our news - june 2021

Markets

The Price of the Stuff That Makes Everything Is Surging

Global economic rebound is fueling a blistering commodities rally

By [Eddie Spence](#) and [Megan Durisin](#)

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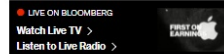
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The prices of raw materials used to make almost everything are skyrocketing, and the upward trajectory looks set to continue as the world economy roars back to life.

From steel and copper to corn and lumber, commodities started 2021 with a bang, surging to levels not seen for years. The rally threatens to raise the cost of goods from the lunchtime sandwich to gleaming skyscrapers. It's also lit the fuse on the massive reflation trade that's gripped markets this year and pushed up inflation expectations. With the U.S. economy pumped up on fiscal stimulus, and Europe's economy starting to reopen as its vaccination rollout gets into gear, there's little reason to expect a change in



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Since the beginning of 2021, we have been experiencing a **major crisis in our raw materials**: HD PE, BD PE, PP, PET, colorants and cardboard.

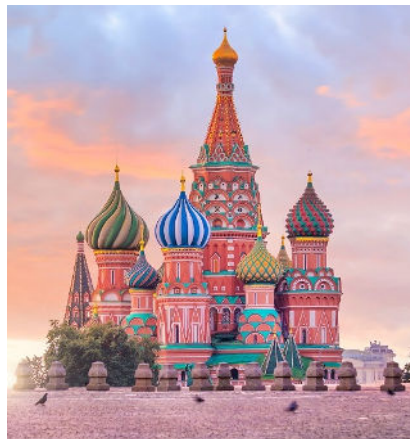
In addition to the impact on prices, which are **constantly rising** to excessive levels, we are also experiencing **shortages**.

We have been fighting on a daily basis since the beginning of the year to have material to limit shortages and postponements of deliveries, and try to limit price increases as much as possible.

The PP has risen **+800€ in one month**, the PE **+500€** in the same time and the increases are not finished.

Once again we encourage you to maximize your orders and even stock up.

[Click here to read the article.](#)



PAUL MASQUIN & POL'HOP in Russia !

The company **VECTRA** is our partner in Russia.

PAUL MASQUIN - POL'HOP will be very soon **present at AZBUKA VKUSA** (Азбука вкуса) and on **sale "on-line"**. Other supermarket chains will follow soon (AUCHAN, LENTA, OKEY, X5...).

Anna, our **Moscow-based sales representative**, set up this partnership and led our first training meeting with **VECTRA** sales representatives.

The **logistical challenge** is exciting: Russia is the largest country in the world in terms of surface area, with **9 time zones**.

VECTRA distributes some very nice brands in Russia, including **BRABANTIA**.

Development in Ivory Coast

As part of our development policy in Africa, Marc joined us to **boost our sales and increase our presence in Ivory Coast** and, in a second phase, in the **neighbouring countries**.

The Ivory Coast is a **historical market for us** and a real gateway to West Africa.

Marc works with our partner **Prosuma** (hypermarket, supermarket, wholesale and semi-wholesale).



Our new POS materials

We are developing new POS materials with a border strip, a shelf stop, posters and stickers.

From now on, our **posters and stickers** can be **adapted to the dimensions you want**.

Furthermore we have updated the assembly instructions for our display units and a video is available. Just [click here](#)

[Download our POS material book](#)

Our support to Institut Télémaque

[Télémaque](#) is an association that **promotes equal opportunities in education** by supporting young people from disadvantaged backgrounds from secondary school onwards.

Founded in 2005, Télémaque is a non-profit organization that promotes social mobility, starting at the junior high school level, by **supporting young people from disadvantaged backgrounds** through a dual "school-business" mentoring program.

Télémaque is :

- More than 120 partner companies
- 1600 young people supported
- 2200 mentors who accompany the young people
- 200 partner colleges, high schools and CFAs.

We support Télémaque not only financially but also as a tutor. We are sponsoring Aymen, a high school student.



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