



Our News - June 2022



PARTNERSHIP

As you know our partnership BALMORAL INTL - PAUL MASQUIN - THION goes back to several years. The crisis of COVID but also the problems of raw materials did not allow the bringing together that we wished and that we had set up with PAUL MASQUIN.

The departure of Mr. Julien MASQUIN (General Manager, 3rd generation within the company) but also the accentuated dependence towards a French supermarket chain obliges us not to go further in our rapprochement with this company which seems to be more and more oriented towards the French market.

However, **the partnership with THION, a 100% family structure, is strengthened.**

Our offer will evolve with **brand affirmation POL'HOP as an international brand.** For slower-moving "accessory" products, which are necessary for a complete department, we will offer the LA MENATEX brand (THION Group).

Therefore, **we will continue to offer you an Export range adapted to each of your markets.**

You don't have to worry about supplies. The replacement of PAUL MASQUIN by **POL'HOP** is already effective. The products that remain to be replaced will be replaced within two to four months. During this time, **PAUL MASQUIN products will remain in our range and will be delivered to you at the same time as the articles POL'HOP.**

LA MENATEX products will be added to the catalog in July 2022. The monthly order form will clearly inform you about these changes.



LA MENATEX :

The range **LA MENATEX** covers all needs in microfiber

cloths and mops.



QUALITY

The microfiber is worked in several designs (smooth, soft, 3D for a scrubbing effect).

& INNOVATION !

The latest techniques are used and even allow us to offer recycled microfiber products!



...POL'HOP SCRUBBERS !

In both cases, it is a question of **quality products for efficient floor cleaning**. Whether used in direct contact with the floor to strip it or with a floorcloth to wash it, they offer real durability over time. Both products are available with an italian screw.

BUDGET & COMFORT

We offer you **our scrubbers in two versions** :
- a "**budget**" one with expanded socket, integrated screw, one color fiber (yellow),
- a "**comfort**" one with a reinforced socket an added screw for an extra strength and two color fibers (yellow / white).

POL'HOP HARD BROOM

Our terrace broom evolves in **Hard broom**. We have reinforced the fibers for a more **efficient cleaning** of cement floors, outdoor floors but also dirt areas. The socket remains of very high quality, made of pur wood. The HARD broom is available with an Italian screw.



SPONGES

Not only does our **POL'HOP** nail protector sponge is offered under a cellophane packaging and in a "ready to sell" box but we also produce it in bulk in two sizes.



NAIL PROTECTOR

The "bulk" version allows our customers to package it on site, as a "**locally made product**" since the packaging is manufactured and

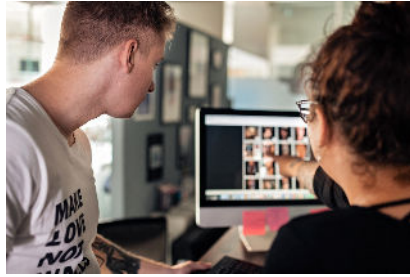


FLOORCLOTH

Our non-woven floorcloths can also be packaged locally so that they are always **better adapt our products to the needs of YOUR customers.** AL FARID

installed locally.

is our first partner to import these products in bulk, to pack them in Jordan, and to resell them locally but also in Iraq.

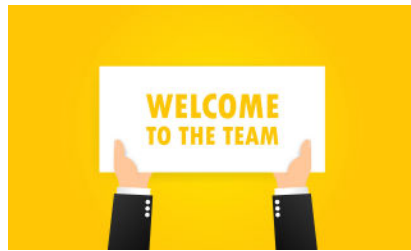


CATALOG

Our catalog will be available by the beginning of July. **It will allow to have a clear vision of the POL'HOP - LA MENATEX range which is immediatly available.** This catalog will be updated every month, at the same time as the order form.

www.polhop.net

After the release of our catalog, **our website will be finalized for a launch by next September.** The site will be interactive and will allow you to download our photos in HD but also to have access to the technical sheets and arguments of each of our products.



WELCOME !

Yohann FERRARO joins the BALMORAL INTL team as an Export Sales Administration Assistant. He will work closely with Florence. His contact details: +33 4 14 95 06 72, yferraro@balmoralintl.com

!! Our 2nd quarter promotions are still available for a few days. Take advantage of it !!!

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INVESTMENTS

We are investing in Turkey with our Jordanian and Iraqi partner, **AL FARID.**

This important funding will allow us to produce our microfibers and technical brooms (PlaNet, Weasy, Magic Mop, flat-mop systems...) in Turkey.

The closeness of Europe but also of the Middle East and other countries (including Russia, Kazakhstan, Azerbaijan...) will help us to consolidate our positions and to better respond to your requests.

SHORTAGES

We are currently suffering from

a degradation of our logistics. We are aware of this and assure you of all our efforts to solve this problem through :

- the implementation of an EDI system with our provider, ZIEGLER,
- a better interactivity with this one,
- the immediate launch of a recruitment procedure for a procurement officer to assist Florence.



RAW MATERIALS

The situation of raw materials continues to deteriorate. We are suffering from a real shortage and permanent prices increases (plastic, steel, wood, cotton, gas...).

We will most certainly have to pass a new tariff increase next July.

We invite you to maximize your next orders.



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

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