



BALMORAL
INTERNATIONAL

Our news - March 2022



APPROVED EXPORTER

BALMORAL INTL has just obtained the status of Approved Exporter

Our number FR002650/0414 was attributed to us by the French Customs on February 16, 2022. This European number is more recognized worldwide and allows a faster and simpler customs clearance of our products.



LAUNCH OF THE POL'HOP RANGE

The POL'HOP range is ready !

In a few weeks the catalog will also be available and by June, so will our website www.polhop.net. Our website will be interactive and will allow you to download catalogs, HD photos, sales pitches and so much more. Our website will be a communication tool.

We took advantage of the launch of our range and **POL'HOP** to create new POS materials, including a hanging-strip.

Discover our POS



Long handle foldable dustpan



Long handle dustpan-and-brush set

The **POL'HOP** long handle dustpan-and-

Long handle dustpan
Pol'hop is very practical (re-sealable, so it saves space on the shelf and at home!)
while being solid (long metal handle).
The efficiency is real: large surface, lip that does not let any dust pass under the shovel when it is held on the ground.x

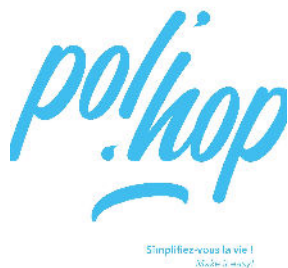
Long handles collector dustpan-and-brush set

A great **POL'HOP** product with **professional power at your service**. The tank system allows you to trap the dust until it reaches the bin...
Clever and terribly effective!

brush set is efficient and solid. The product perfectly matches our philosophy:
MAKE IT EASY!



!! Only a few days left to order our promotions for the 1st quarter of 2022 !



POL'HOP EQUIVALENCES - PAUL MASQUIN

Many PAUL MASQUIN products have evolved in **POL'HOP** for a better price-quality positioning.

POL'HOP becomes our core range, the PAUL MASQUIN brand remaining in Premium.

A summary table with the evolutions and equivalences is available. Discover it below.

POL'HOP EQUIVALENCES

RETIREMENT

Estelle DURANT will retire on April 1, 2022. I would like to thank her wholeheartedly for her extraordinary commitment and the passion she has put into serving BALMORAL. Her support has been unfailing. I have been working with Estelle for over 25 years on an international basis.

With Estelle's departure, **BALMORAL INTL** will



be organized in a different way with **Florence SPINA** who will manage the ADV with a Suppliers / Factories / Supply / Logistics approach. She will be assisted by **Alexandra SOLINAS**, whom you know well and who will be more particularly in charge of **HENKEL, HERITAGE** and Sales. **Sully GROMNICKI** (Sales) and **Yahia DARI** (Marketing) will complete the team.

ADAPTING TO YOUR MARKETS



POL'HOP continues to adapt to YOUR markets. We have developed bulk nail protection sponges in two formats (standard and large). The packaging was created by our graphic designer, Caroline, in collaboration with our Jordanian and Iraqi partner, AL FARID. The packaging will be printed and installed in Jordan and Iraq.

The objective is two-fold : **be more competitive but also rely on local know-how.**



POL'HOP associates with **HERITAGE** to offer you a complete range

POL'HOP is a complete range of household products to simplify your life ! **MAKE IT EASY!**



HERITAGE There are 7 brands:
VIGOR (industrial power) -
O'CEDAR (wood care) -
BARANNE (leather care) -
MIRROR (silver and copper care) -
DECAPFOUR -
MINIDOU (softener) -
TERRA (tiles)



These 7 brands, we will dust them off and develop them together. They are perfectly complementary to the **POL'HOP**

Discover HERITAGE



BAGS BIN

The cost of raw materials has made it impossible to continue our range of BAGS. The increases exceed 40%.

We are traders in this range. We wish to put all our efforts into the POL'HOP brush factory and ensure the development of our factories.

Our range of bin bags is therefore discontinued.

ROUND CEILING BRUSH

Like all our fragile products, **our round ceiling brushes are given a special box** : The telescopic handles are placed on the bottom of the box and then a box holding each head is added on top. This prevents the heads from moving during transport



and storage. The fibre is thus preserved.

However, **this product is still very sensitive to heat**. Our fibre is very fine.

It is therefore advisable **to keep our round ceiling brushes boxes as far away as possible from any source of heat** (walls of containers, high racks under roofs, etc.) otherwise the fibre will crush (while leaving the box intact).



CONFLICT IN UKRAINE

BALMORAL INTL has always continued to operate in conflict zones. This is our philosophy. We will not change.

We stand for our Russian customers, just as we support our Ukrainian partners.

We hope that this brutal conflict can be brought to a swift end by seeing Ukraine allowed to exist as a free and respected country and by seeing Russia regain its tremendous potential and human wealth.



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