



BALMORAL
INTERNATIONAL

Our news - November 2021

POL'HOP PICTOGRAMS

The POL'HOP range is growing day by day. We have chosen **a clear and easy-to-understand packaging**. A different color for each product range has been implemented and above all **pictograms**. Discover them in the presentation below!

[Our pictograms](#)

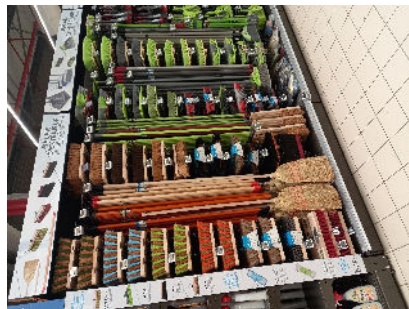
pol'hop



QUALITY HANDBOOK

Quality is a permanent concern for POL'HOP - PAUL MASQUIN. Our manual is used daily by our teams and can be made available to organizations such as Bureau Veritas, Cotecna, Intertek. It is a real commitment. Our conception of quality is global and concerns the product as well as the service but also the respect of the environment.

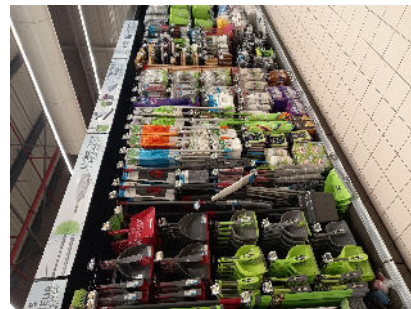
[Quality handbook](#)



E. LECLERC REUNION

Our partner, AURA OCEAN INDIEN, has just introduced our POL'HOP - PAUL MASQUIN brands in the E. LECLERC hypermarkets of Reunion Island. The implementation in the supermarkets will follow. **A specific branded signs has been created for a "staging" of the products.**

[Discover the vertical branded signs](#)



[Discover the horizontal branded signs](#)

It is possible to create signage on demand (by product universe, in different languages).



Udaan Welfare Foundation

HELPING INDIA

For several months, we have been helping the UDAAN WELFARE foundation in the fight against Covid-19. Today our support has allowed the purchase of 5 fully equipped beds against COVID-19 at the Kalyan Hospital in Bombay. For more information, you can visit the following websites:

<https://www.udaanwelfare.org>
<https://cr.indianrailways.gov.in>

[See the official letter](#)



OUR TEAM

Our team is growing with the arrival on October 25 of **Yahia DARI** who will reinforce our marketing. His e-mail address is marketing@balmoralintl.com, phone number is +33 4 13 95 06 71. Yahia will be based at our Les Angles office and then at our headquarters in Lyon. On November 1, we will welcome **Florence SPINA** who will be in charge of setting up our new headquarters in Lyon and, initially, the logistical side of our business (fspina@balmoralintl.com, +33 6 70 53 36 34)/

Sully GROMNICKI joined us at the beginning of September in Export Sales Administration (sgromnicki@balmoralintl.com, +33 4 13 95 06 71).



BALMORAL
INTERNATIONAL



© 2021 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](#)

Envoyé par
 sendinblue