



BALMORAL
INTERNATIONAL

NEWS - October 2021

SPECIAL BATHROOM SPONGE

The **POL'HOP** range is expanding with the launch of our special bathroom sponge. Highly absorbent, leaving no trace (vegetable / natural sponge), it allows for effective cleaning without scratching your bathroom. The scrubbing action is soft.

Result: **a sparkling bathroom without effort!**

Our POL'HOP sponges are on PROMO for the second half of 2021!



[Download our presentation](#)

NATURAL SPONGE IN A SET OF 2!



The **POL'HOP** range includes a set of 2 medium-sized vegetable sponges. This set is a complement to our large vegetable sponge and to our heavy duty sponge.

This product is eco-friendly like all our POL'HOP sponges.

This product is on PROMOTION !

[Download our PROMO leaflet!](#)

POL'HOP, DEVELOPMENT OF OUR RANGES

The **POL'HOP** range already includes sponges, woven and non-woven floorcloths (cotton and viscose), mats, but also our SILVER broom and our floor cleaning set. In a few weeks, the development will include mops, dustpans and long-sleeved dustpans. **The huge increase in raw materials and the concern for sustainable development and ecology have prompted us to develop our POL'HOP brand.** The PAUL MASQUIN brand will continue to embody the quality "made in France". **POL'HOP** is manufactured in our factories in Europe (France, Spain, Italy).



DAZZLING FLOORCLOTHS

Our double woven floorcloth 50x100cm **POL'HOP** comes in bright and unique colors: orange and green! The two colors are matched in the box.

There is also a 50x90cm size on **PROMOTION** with two equally original and unique colors: pink and green.

These two references reflect **our goal to develop environmentally friendly products** (our woven floorcloths are made from recycled cotton) but still be at the forefront of fashion. Both colors are evolving and allow you to always animate your shelves.



OUR NEW LOCATION

As of October 1, 2021, our Head Office will move to Ecully, near Lyons (2nd city in France). Easy to reach, Ecully is a center of excellence with the Paul Bocuse culinary school in the Parc du Vivier and the Ecole Centrale de Lyon. We are integrating modern and functional offices a few steps away from the world headquarters of Group SEB.

CLEAN & SHINE

vileda

- 137.00 → 122.00
- 111.00 → 99.00
- 124.00 → 120.00
- 120.00 → 115.00

PAUL MASQUIN

Advantage | Depuis 1959 | **YOUR HOUSEHOLD EXPERT**

- 150.00 → 129.00
- 130.00 → 120.00
- 130.00 → 127.00

20. All featured products are available at lulupermarket.com

LULU

A great promotion at LULU, a leader of modern distribution in the Middle East. **Our products are cheaper and the quality is brilliant compared to our direct competitor, VILEDA!**



OUR HANDLE PICK DISPLAY

Our handle pick display is made of reinforced cardboard. It allows to present our multipurpose brooms but also all our handled products (brooms, squeegees, mops...).



CUSTOMIZED LAYOUT PLANS

Our software adapts to YOUR demands. It is possible to develop plans according to the measurements of your stores. The objective is to optimize the space for a permanent display as well as for a promotion

Discover the power of our planogram creation software!



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