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### **Top innovation**

Our new warehouse at Le Roy logistique is fully operational. We were proudly able to limit shipping delays to only 3 days.

Thanks to the modernity of our new infrastructures, we can provide a better quality service and we are also able to implement the FSC standard in all shipment steps.

Finally, a show room is being created (in addition to the one we have in our offices in Lyon) to ensure better monitoring of our products and reinforced quality control.

### **Service rate**

A study of our range will be launched on September. The goal is to offer you an even more relevant range to improve our service rate and increase it to 98% compared to 93% currently.

To achieve this objective, we plan to evolve our production capacities for sponges as well as our microfibers.

We are also going to rework our range of brooms & brushes to turn it more towards 20/80.

In addition, from October, we will be renewing our promotional products as well as so-called "budget" products including our FLUO and FUNNY brooms.



### **Pol'Hop, the French Touch of cleaning!**

We wish to affirm our investment in Europe and in particular in France, Spain and Italy.

Therefore, we plan to launch a range of specialized microfibers made in France by the end of 2023.

We would like to remind you that Pol'Hop is a French brand with more than 90% of our products manufactured inside the European Union!

[Take a look to our commitments](#)

### **Our team grows up**

As part of our logistical reorganization, Marc GUYOMARD is joining our team.

With more than 20 years of experience, Marc will bring us real momentum and even more professionalism.



### **Télémaque Association**

BALMORAL INTL has been supporting the Télémaque association for 3 years now.



Founded in 2005, the Télémaque Association is a non-profit organization whose mission is to promote equal opportunities and access to education for young people from modest backgrounds.

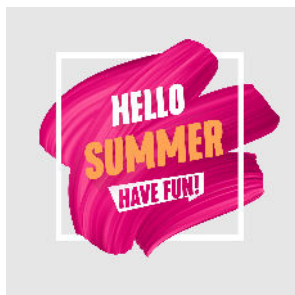
[The link of their website](#)

*Did you miss the previous newsletter?*

*Don't panic, it's available on our LinkedIn Balmoral INTL page or via the link below.*

*Our goal is to make it 100% accessible via LinkedIn.*

[LinkedIn Newsletter](#)



### **Last month!**

Our **3rd quarter sales** will be over on September 30, so you need to place orders before the closing date to take advantage of our promotional offers.

[Take a look!](#)



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