



BALMORAL
INTERNATIONAL

2024 INNOVATIONS

POL'HOP, the French household brand



Make it easy!

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I. Presentation



1. Balmoral International

About Us

What are our commitments?

We make sure to guarantee a **responsible approach** on a daily basis by offering quality products **made in Europe** (France, Spain, Italy) while limiting our environmental impact

Balmoral International is a **French SME** located in Écully, near Lyons, specialized in the design and manufacture of household products **100% dedicated to the international market**. Our experience is unique and allows us to **adapt to each type of market**

Our Team

Our team is made up of international enthusiasts. Present on several continents (including Africa, the Middle East, the Pacific, the Caribbean, the Indian Ocean, etc.), **our flexibility and responsiveness are real**. The number of products offered demonstrates our desire to grow. Within a year, **POL'HOP** has become **an internationally recognized brand**

2. POL'HOP

What is it?

Pol'Hop is our brand of colourful household products that aims to make your daily life easier.

Our slogan

"**Make it easy!**" is the first phrase that comes to mind when we develop our products. We want to make cleaning easier and more efficient, regardless of the type of surface.

What are our commitments?

We strive to **respect the environment**. Thus, our short circuit allows us to reduce our carbon footprint. In addition, we use a new technology that allows us to inject recycled plastic into the very heart of some of our products while covering them with virgin plastic, our goal being to preserve the environment by giving plastic a second life. Our packaging is also designed (unvarnished, biodegradable inks, soft adhesive, etc.).

Our products

Pol'Hop products are synonymous with **ease of use, innovation and sustainability**. Our "bright green and silver" colors meet every need (classic or fun) while ensuring real visibility in stores. Our products are sold both in supermarkets and in traditional markets. Our quality also allows us to meet the needs of professionals, especially in the catering circuit.(Horeca)



And ONLY one screw step, the most widely used in the world: Italian! Risk of error = ZERO!

II. Our projects



1. Our goals for 2024

2022
STEP 1



RELOCATION IN EUROPE

95% of our production in Europe (France, Spain, Italy)

Securing supplies

More Effective and Healthier Products



VALUE CREATION

Completing the launch of our POL'HOP brand

Developing the HERITAGE synergy

2023
STEP 2



CONSOLIDATION STRATEGY

Working on our range to make an impact

Become THE international reference

Pricing approach in response to inflation

2024
STEP 3

1. Our goals for 2024

BALMORAL INTL SAS is committed to 10 points

1 - Quality of products or services: by supplying products and services that comply strictly with European standards.

2 - On-time delivery: within a maximum of 48 hours of placing your order, we will send you a pro forma indicating any shortages and a proposal for substitution, if necessary. Our priority is to serve you with as many products as possible. This is why, through efficient management of our supply chain, we guarantee a service rate equivalent to at least 80% of your order for immediate dispatch. For products that we are unable to serve immediately, and if you agree to include them in your next order (immediate validation of the remainder), you are guaranteed a 2% discount on the entire next order. In all cases, as soon as we receive your approval, we will arrange delivery and/or positioning of the container. Our communication is transparent in the event of potential delays.

3 - Regulatory compliance: through compliance with all export-related laws and regulations. This includes proper documentation, export licenses and compliance with trade sanctions.

4 - Sales support: for all our products, assistance is provided (technical data sheets & sales arguments accessible from our website www.polhop.net). Carton traceability is currently being implemented and will be effective by June 2024. Sales support is also available by telephone (+33 4 13 95 06 71) and e-mail (sales@balmoralintl.com) for rapid problem resolution, replacement of faulty products, etc.

5 - Transparent communication: regarding potential changes in delivery conditions, prices, or any other crucial aspect of the contract.

6 - Confidentiality: all information exchanged remains confidential.

7 - Ethical standards: by adhering to ethical standards, including fair business practices, respect for human rights and environmental standards.

8 - Risk management: by putting in place mechanisms to mitigate export-related risks, such as commercial insurance, forward contracts, or other risk management strategies.

9 - Adaptability: in an ever-changing international business environment, we are committed to adapting to changes in international markets and adjusting our business practices accordingly to the competitive and legislative environment.

10 - Striving for excellence: while remaining easily accessible, our aim is to work together towards excellence, enabling you to develop your own business with a reliable partner.

Changes
coming in
2024

2. At the heart of our factories



Our factories are located in France, Spain, Italy, which ensures a short circuit. In addition, our head office is in France (Écully in the metropolis of Lyons) as well as our warehouse 36,000m² (Courthézon, port of Fos-Marseille).

3. Our news

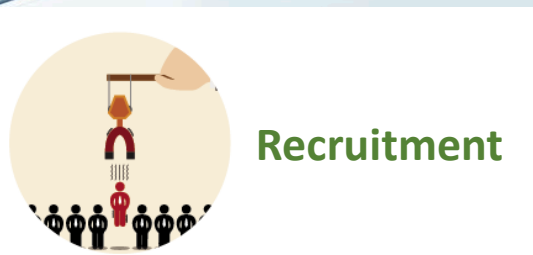
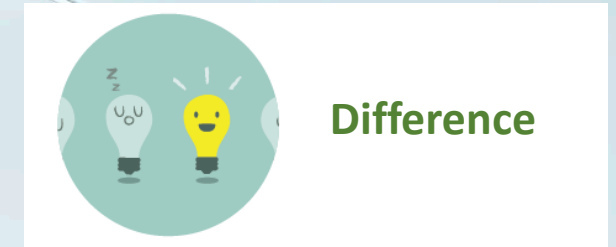
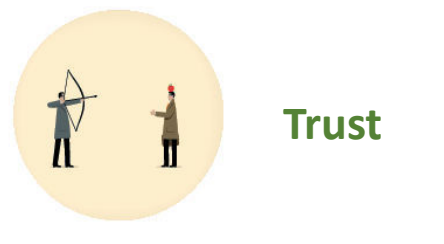
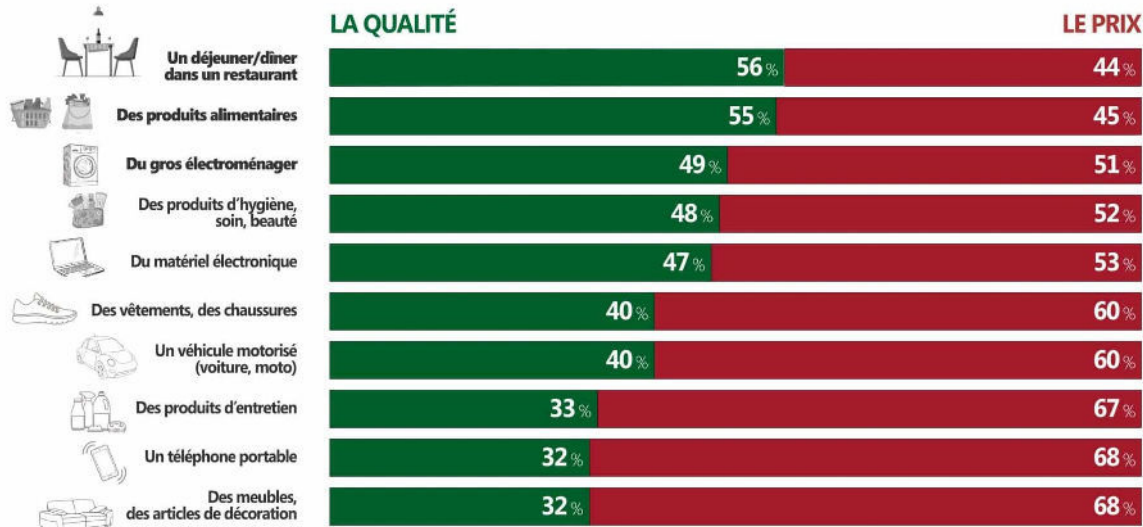
AN INNOVATION REVIEW FOCUSED ON: PRICE RESPONSE TO INFLATION & EMOTION!

Fair prices without compromising on efficiency!

Generate emotion in the act of purchasing through our brands and products!

ENTRE PRIX ET QUALITÉ : LES ARBITRAGES DES FRANÇAIS

Que choisiriez-vous entre le prix et la qualité si vous deviez acheter... Étude février 2023, 1 000 personnes interrogées



3. Our news

CONSUMER EXPECTATIONS

WE TAKE THEM INTO ACCOUNT!

Naturalness
Multi-use Waterless
Responsibility
savings Zero Waste
Plastic-free

Durability is all the rage!

Multi-purpose to meet
several needs

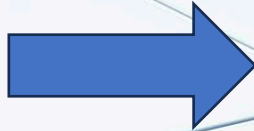
Plastic-free
packaging!

III. Our products



1. Taking care of the floors

Indoor brooms



PAVONE Broom (930158)

A simple and effective broom with a wide sole and soft fibers. Grained fibers trap dust. They are suitable for all types of floors (tiles, parquet, linoleum, etc.).



COLUMBIA Broom (930172)

A solid, efficient broom with an original sole, long and soft fibers. Grained fibers trap dust. They are suitable for all types of floors (tiles, parquet, linoleum, etc.).

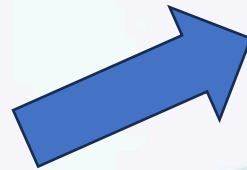
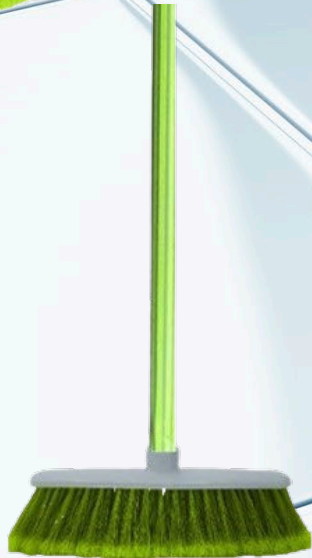
1. Taking care of the floors

Indoor brooms



TURBO SOFT broom (930174)

A brush for delicate floors with shock-resistant edges and metal handle. Its super-soft fiber provides effective dusting of all types of floor, even fragile ones (tiles, parquet, linoleum, marble...).



STAR broom (930175)

A simple, effective and above all colorful broom with a metal handle! The soft fiber of this broom captures dust with ease. Effective on all types of floor (tiles, parquet, linoleum).

The handle supplied with these products is two-tone - soft feel!

1. Taking care of the floors

Indoor brooms



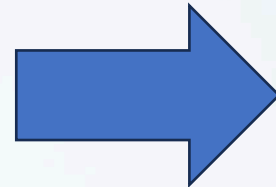
HELENE broom (930061)

A beautiful broom, wide with a soft, medium-length "mustache" fiber. The fibers provide an efficient dusting of all types of floors (tiles, parquet, linos...). Its attractive colors will please everyone.

A new, even higher-quality HELENE broom, with super-soft fibers that trap every last particle of dust!

1. Taking care of the floors

Outdoor brooms



COCO ZEBRE (930173)

A COCO broom made from coir fibers on a wooden sole and polypropylene. Our coir is uncluttered, and the wooden sole is of the highest quality, helping to combat mildew and insects. Highly effective on cement or hard floors, but also on clay.

POL'HOP, the only brand to offer 5 different exclusive colors in a box of 10 brooms!

1. Taking care of the floors

Outdoor brooms

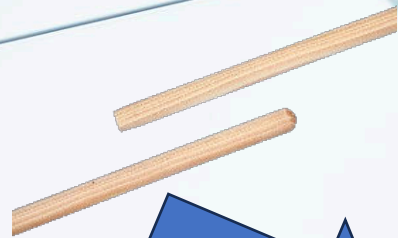


32 cm CANTONNIER broom (930165)



60 cm CANTONNIER broom (930171)

Extremely solid broom with a 100% Landes pine wood sole, inclined socket in reinforced metal with anti-rust treatment, red PVC fibers. This product is particularly well suited for cleaning roads, construction sites, etc.



CANTONNIER broom handle (930163)
1m40 wooden handle. This product can withstand extreme pressure. It is specially made for the roadside broom or garden utensils. This handle is screwless. It is made in France from Landes pine. It is stable regardless of temperature and humidity. It will not deform.

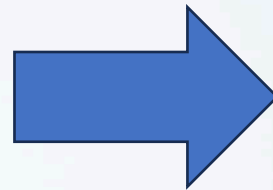
JARDIN broom (930159)

Outdoor broom made of reinforced PVC fibers with 115cm pine wood handle. A solid and effective product for cleaning walkways, terraces, etc.



1. Taking care of the floors

Outdoor brooms

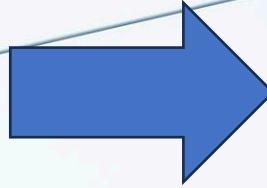


PAILLE rice-straw broom (930180)
POL'HOP relaunches the Sorghum broom. A 100% natural rice straw product with a homogeneous FSC-certified wooden handle. After a two-year absence, it's back!

A traditional and even mythical broom!
Environmentally-friendly design.

1. Taking care of the floors

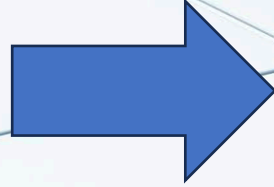
Scrubbers



LUXE Polypropylene scrubber (930150)
Very hard, detergent and heat-resistant fibers for effective cleaning of tiled surfaces. Can be used alone for stripping or with a mop to wash tiles or marble without scratching them.

1. Taking care of the floors

Handles



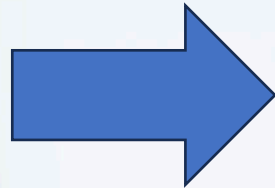
NATURAL handle (930177)

Natural varnished wooden handle (125 cm) that can withstand strong pressure. It is therefore particularly well suited to outdoor brooms as well as deck washers, scrubbers and squeegees... Made in Italy, this product remains intact whatever the temperature and the degree of humidity.

A natural varnish, much more respectful of the environment

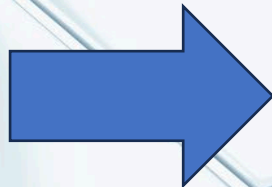
1. Taking care of the floors

Buckets



12L ROUND bucket with spout (930083)

Classic round bucket in green color with a grey handle. Practical and efficient, its pouring spout makes it easy to empty the bucket. The product is resistant thanks to its 100% virgin plastic.

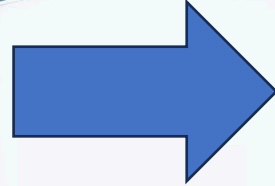


Grid FOR ROUND 12L bucket (930103)

Thanks to its ergonomic shape, the grid fits perfectly into our round bucket. It is strong enough to withstand strong pressure to effectively wring out the mops.

1. Taking care of the floor

Floorcloths



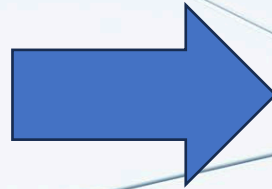
**BLACK MOP embossed black floorcloth
50x100cm (930129)**

The mop is made of cotton fibers for effective and traditional floor cleaning. With its classic colour, it will blend in with your home while providing a quality product.

Made from cotton, our floorcloth is super-absorbent, flexible enough to slip in and out of everything, embossed to effortlessly remove stains embedded in the floor... and easy to wash.

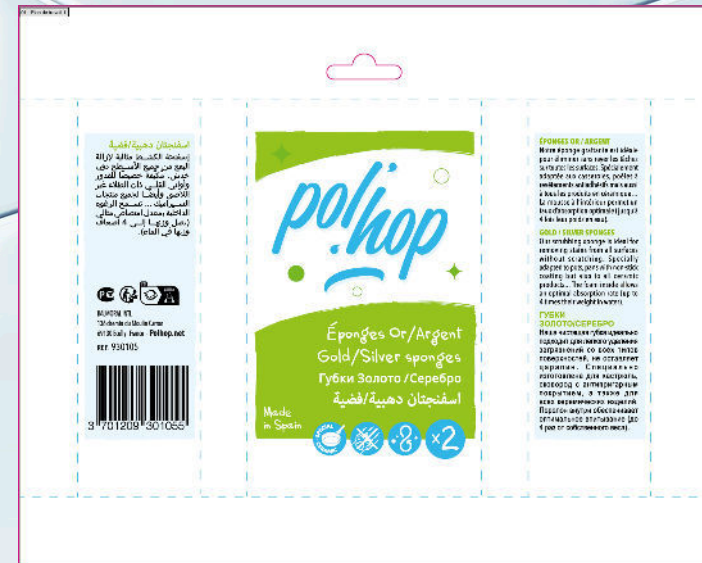
2. Taking care of your home

Sponges and scourers



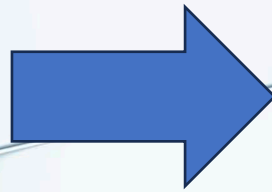
2 JACKPOT gold and silver sponges (930105)
Two beautiful sponges wrapped in nylon. They can effectively clean Teflon pans, plates and ceramic utensils such as knives without scratching.

New printed packaging: clearer, more visible on shelves and more informative!



2. Taking care of your home

Wipes



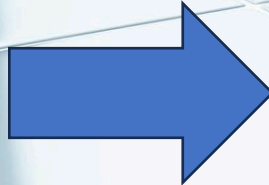
SUPERCLEAN set of 5 microfiber wipes (930132)

A set of 5 wipes to quickly clean and dry any type of surface. Can also be used with water and/or detergent. The 5 colors make it possible to distinguish each use (e.g. blue for the bathroom, green for the kitchen, red for the car, etc.)

New packaging: clearer, more visible on shelves and more informative! And still TOP quality: polyester AND polyamide, super absorbent!

2. Taking care of your home

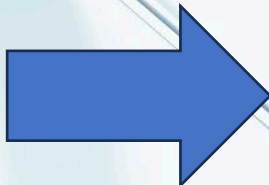
Gloves



PROTECT S reinforced household gloves, 100% Latex, small size (930126)



PROTECT M reinforced household gloves, 100% Latex, medium size (930127)



PROTECT L reinforced household gloves, 100% latex, large size (930128)



The pure cotton flocked latex avoids any risk of allergy. Very flexible, they fit the hand perfectly and are resistant. They protect your hands from harsh detergents. Their outer texture is non-slip. The interior is anti-perspirant.

2. Taking care of your home

Dustpans & brushes



STAR clip on dustpan (930176)

Like all our products with the "STAR" name, our new dustpan & brush set is simple yet highly effective: a hollowed dustpan to prevent dust from escaping, and very soft fibers to trap even the smallest particle! Super practical: the dustpan can be clipped onto a broom handle!

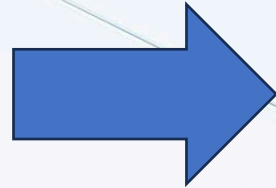


Lacquered METAL dustpan (930179)

Sturdy metal dustpan: almost indestructible! For cleaning the garden, the fireplace...

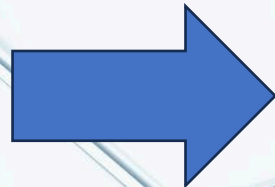
2. Taking care of your home

Ceiling brushes



Telescopic GIANT metal (930161)

Professional telescopic metal handle that extends up to 3 meters. Made of a lightweight yet strong metal. This handle is particularly suitable for round ceiling brush (930160) or window cleaner squeegees (930098, 930135)



PRO WOLF triangular ceiling brush + connector (930160)

Its triangular shape makes it possible to effectively and easily remove cobwebs, dust, etc. The connector allows use with any degree of inclination relative to the handle. The product is sold without handle. It is recommended to use the 3M professional telescoping handle



Attractive,
perfect
shelves



ALL OUR 2024 INNOVATIONS

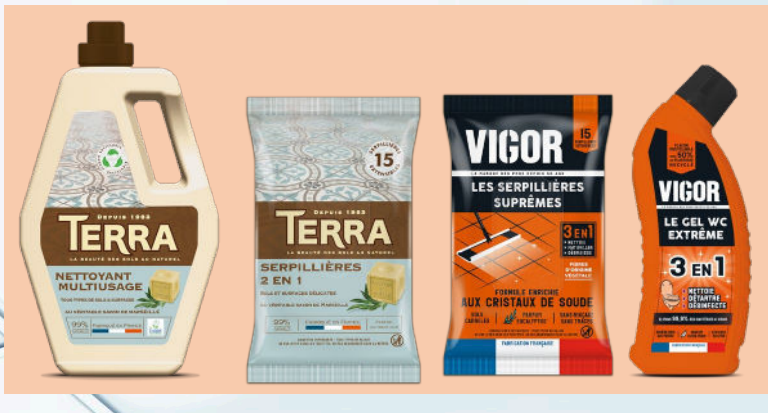
BOOST THE AUTHENTIC MARKET WITH HÉRITAGE

The winning BALMORAL INTL / HERITAGE partnership: complementary products that are easy, effective and long-lasting. The French touch in cleaning!

DRUGSTORE



CLEANING DIVISION



WASHING DIVISION



pol.kop
Make it easy!

HERITAGE
Prendre soin de vos biens pour une consommation plus durable

2024 A YEAR THAT WILL BOOST POL'HOP

- ✓ Experienced Headquarters and Field teams
- ✓ An extremely agile SME structure
- ✓ Securing supplies
- ✓ Present in 52 countries!
- ✓ Innovations in all our ranges
- ✓ Fair prices without compromising on efficiency
- ✓ Support through advertising (including social networks) and promotions organized with our local partners
- ✓ 10 specific commitments



polihop
Make it easy!



BALMORAL
INTERNATIONAL