



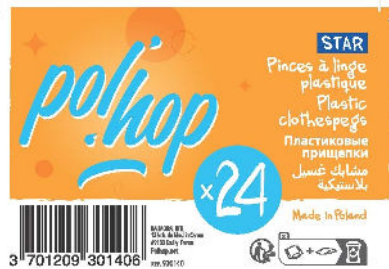
BALMORAL
INTERNATIONAL

A name for each POL'HOP product!

As mentioned in our November Newsletter, **each POL'HOP product now has its own name**. For example, our telescopic metal handle, which extends up to 3 meters, is called **GIANT**, while our heavy-duty suction cup, which unclogs sinks, showers and bathtubs effortlessly and efficiently, is called **STRONG**.

The aim behind creating product names is to enable customers to easily associate the product with its use.

In addition, **POL'HOP has created the STAR range to meet the demand for low prices** in an inflationary context. Already available are: the STAR broom (930175), the STAR scrubber (930111), the STAR handle (930072), our brand-new STAR dustpan (930176), the STAR toilet brush with stand (930152) and the 24 STAR plastic clothes pegs (930140).



The POL'HOP range has evolved

Our broom + handle sets are evolving with the creation of two new products: the **STAR broom** (930175) and the **TURBO SOFT broom** (930174). **In addition to wearing the POL'HOP colors** (our bright green and silver-gray), **these brooms are now available with a two-tone, soft-touch handle**. Discover them in our next Newsletter.

Another evolution: **the varnish applied to our homogeneous wood handle** (930177) **is very light and soft**. Natural varnish is not only a guarantee of durability and resistance, it's also a more environmentally-friendly choice, limiting our carbon footprint by



reducing waste and the use of harmful chemicals. The name of our handle is obvious: **NATURAL handle**.

Finally, it's **the come back of our Rice Straw / Sorghum broom** (930180).



Creating Leaflets

Small leaflets are created to highlight specific ranges or products. They are regularly posted on **LINKEDIN**, so don't hesitate to check out our first leaflet about the **COLUMBIA** broom. Don't forget to subscribe so you don't miss our publications! You can use these leaflets to inform your customers and prospects, or to promote your own social networks.

LINKEDIN

2024 Innovation Review and new POL'HOP catalog

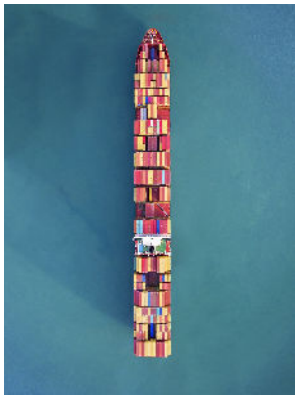
Our brand new catalog and innovation review will be available in a few days. More than ever, **POL'HOP is responding to the need for simple, innovative, effective and durable products**. Our commitment to the environment is even stronger, while taking into account the need to maintain a competitive price positioning.



December orders

Orders to be shipped in December should be confirmed as soon as possible.

Indeed, traffic bans in France will lead to disruptions in the collection and shipment of containers.



A very happy festive season

The whole BALMORAL - POL'HOP team wishes you a very happy festive season... a team that will be even more professional and available in 2024!



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