



BALMORAL
INTERNATIONAL

BALMORAL INTL and POL'HOP presentation



POL'HOP, the French Household Brand



CONTENT

I. Presentation

1. BALMORAL
2. POL'HOP
3. Know how
4. Marketing

II. Our approach

1. Quality control
2. Our commitments
3. Product control

III. Our products

BALMORAL INTERNATIONAL

A FRENCH COMPANY



BALMORAL
INTERNATIONAL

Who are we?

BALMORAL INTERNATIONAL is a French SME based in Écully, near Lyon, France, specializing in the design and manufacture of household products **exclusively for the international market**. Our expertise is unique, allowing us to adapt to the specific needs of various markets worldwide.



What are our commitments?

Since our inception, we have been dedicated to maintaining a **responsible approach** in our daily operations. We offer high-quality products that are over 95% made in Europe (France, Spain, Italy) while actively working to minimize our environmental footprint.



Our Team

Our team consists of **international experts** spread across multiple continents, including Africa, the Middle East, the Pacific, the Caribbean, and the Indian Ocean. We are renowned for our **flexibility and responsiveness**. The extensive range of products we have developed reflects our strong commitment to growth and expansion. **POL'HOP**, our brand, is recognized globally.

THE POL'HOP BRAND

MAKE IT EASY !



What's that?

POL'HOP is our brand of colorful household products designed to make everyday chores easier and more enjoyable.



Our motto

"Make it easy!" is the guiding principle behind the development of our products. We aim to simplify cleaning and make it more efficient, regardless of the surface.



What are our environmental commitments?

We are committed to environmental sustainability. Our packaging is free from varnish and harmful inks, designed to be compact while being quadrilingual. Additionally, we utilize innovative technology that allows us to inject recycled plastic into the core of some of our products, with a layer of virgin plastic on the outside. This approach helps us to protect the environment by giving plastic a second life.



Our products

POL'HOP products are known for their durability and practicality. The vibrant green and silver colors cater to a variety of needs, whether traditional or more playful, while ensuring strong visibility on store shelves. Our products are available in supermarkets and traditional markets alike. Their high quality also makes them ideal for professional use, particularly in the hospitality industry.



INDUSTRIAL EXPERTISE

PRODUCT QUALITY

Thanks to **our factories located in European countries**, we can offer a diverse range of products. All our products are crafted according to an eco-responsible policy. Specifically, our wood products are FSC-PEFC certified, ensuring they come from sustainable forests.

We pride ourselves on the durability and resilience of our products which are designed for various uses and cater to people worldwide. **Whether for individual customers or professionals, we tailor our products to meet their needs and preferences.**

Our ranges of products

Washing the floors

- Indoor brooms
- Outdoor brooms
- Scrubbers
- Floor squeegees
- Mops
- Handles
- Washing handles
- Buckets
- Washing brushes
- Floorcloths

Take care of your home

- Sponges & Scourers
- Cloths
- Gloves
- Brushes
- Dustpans & Brushes
- Sanitary maintenance
- Window squeegees
- Clothespins
- Clotheslines

INDUSTRIAL EXPERTISE

WHY CHOOSE US?

We have developed **our own machines** to produce some of our products, ensuring the highest quality and vibrant colors. Our production capacity exceeds 6 million plastic parts annually, with the flexibility to scale up if required. Additionally, we manufacture over 17,000 tons of textiles each year with plans to expand further.

Every year, **POL'HOP** is enhanced with new and innovative products, continually enriching our range and meeting evolving customer needs.



We have the capability to produce a wide variety of brooms and brushes, utilizing different types of fibers such as coco, silk, vinyl, polypropylene, nylon, and more. This flexibility allows us to cater to diverse cleaning needs and preferences, ensuring high-quality and effective products for every application.

MARKETING

OUR SUPPORT

Our marketing team is here to assist you every step of the way with the setup of our products in supermarkets. We offer comprehensive support, including detailed data sheets with all the necessary information about our products and more.

Please note: **Each of our products is named** to enhance clarity and help consumers easily remember them.



QUALITY CONTROL

BETTER THAN ISO 9001

Our quality control standards exceed those of the ISO 9001 standard and include the following rigorous measures:

- Commitment Letters:** Ensuring formal agreements to uphold our quality standards.
- Management Control:** Comprehensive oversight to maintain and improve quality.
- Internal Audits:** Regular evaluations to ensure adherence to quality protocols.
- Management of Non-Conformities and Complaints:** Systematic handling of deviations and feedback to drive improvements.
- Areas for Improvement:** Identifying and addressing potential enhancements in our processes.
- Inspection During Reception and Production:** Continuous quality checks from the initial reception of materials through to final production.
- Regulatory and Standards Monitoring:** Keeping up-to-date with relevant regulations and standards.
- Metrology:** Precise measurement and calibration to ensure product accuracy.
- Consideration of Customer Requirements:** Tailoring our quality processes to meet customer specifications and expectations.
- Document Management:** Rigorous control and organization of quality-related documentation.
- Monitoring of Indicators:** Tracking key performance indicators to assess and improve quality.
- Consumer and System Risk Analysis:** Evaluating risks to both consumers and our systems to ensure safety and reliability.



OUR COMMITMENTS

ALWAYS THERE FOR YOU

We adhere to a **comprehensive quality policy** and organizational structure tailored to meet the needs of our customers, our diverse product ranges, and the manufacturing and negotiation processes.

•**Quality Policy and Organization:** We have established a quality policy and organizational framework specifically designed to cater to our customers' needs, manage our product ranges, and oversee both manufacturing and product negotiations.

•**Charter for Sustainable Wood Use:** Our charter ensures that all wood used in our products comes from sustainably managed forests, adhering to environmental and ethical standards.

•**Principle of Social Responsibility:** We are committed to upholding high standards of working conditions across all our production sites, reflecting our dedication to social responsibility.

•**Sustainable and Responsible Approach:** Our approach emphasizes creating more environmentally friendly products, implementing an industrial policy with minimal environmental impact, and fostering long-lasting relationships with our partners.



TRENDS 2025

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 in place for each of our products. 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.

OUR COMMITMENTS

ALWAYS THERE FOR YOU



PRODUCT CONTROL

ALWAYS BE CAREFUL

Control Upon Receipt of Products:

- Control of Raw Materials:** Thorough inspection of incoming raw materials to ensure they meet required specifications and quality standards.
- Control of Traded Products:** Visual inspection of products and their packaging to identify any defects or inconsistencies before they are accepted into inventory.

Production Control:

- Continuous Machine Monitoring:** Operators and production managers oversee the machines in real time to ensure smooth and accurate operation.
- Control Samples Analysis:** Regular analysis of control samples is conducted to verify product quality and consistency throughout the production process.

A **Quality Manager** oversees all quality-related activities, serving as a crucial link between our factories, internal departments, and customers. This role ensures that quality standards are consistently met and facilitates effective communication and coordination across all areas of the organization.



OUR FIBERS

ITALIAN QUALITY

Our brooms and scrubbers are primarily manufactured in Italy, ensuring **high quality and craftsmanship**. The only exception is our coir brooms which are produced in Sri Lanka due to their unique characteristics, but these also maintain our rigorous quality standards

We use the finest fibers for our brooms, and scrubbers, providing durable and stylish products that make home cleaning easy and efficient. **Our range includes both indoor and outdoor brooms**, with some versatile models suitable for use in both environments.

Additionally, all our products are designed to fit Italian-threaded handles, which are the most popular globally, ensuring compatibility and convenience for our customers.



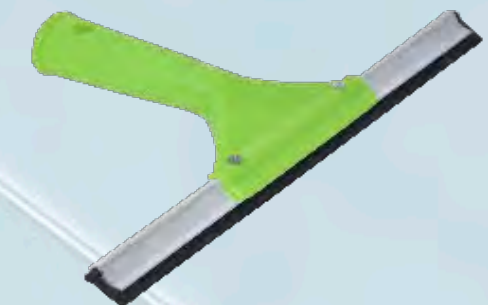
OUR SQUEEGEES

FOR FLOORS AND WINDOWS

Our **floor squeegees** are crafted with pure rubber foam for effective cleaning and rust-resistant metal for durability. The socket is made from plastic molded onto the metal, ensuring a secure and long-lasting connection. We offer three sizes to suit various needs: 35 cm (S), 45 cm (L), and 60 cm (XL).

Our window squeegees are designed for versatility and ease of use:

- Car Squeegee:** Ideal for cleaning vehicle windows and surfaces.
- Ergonomic Squeegee:** A versatile option that can be used effectively in various settings (including cleaning of bathroom surfaces).



OUR FRINGES

FOR ALWAYS CLEAN FLOORS

All our mops are manufactured with unique know-how, offering an effective solution for cleaning all types of floor. Our collection is one of the largest on the market. Each model has its own specific features to meet different needs:

- **Pure cotton bangs:** Available in three variants, including one with an ultra-fine weave for better absorption and delicate cleaning, and a professional-quality 300grs fringe,
- **Microfiber and cotton fringe:** Combines the advantages of both materials for optimized cleaning performance,
- **Microfiber bangs :** Two versions: one with ultra-fine weave, one striped mop-style. Both combine polyester (durability) and polyamide (absorption),

All our fringes are **corolla-mounted**, ensuring they won't scratch or damage your floors, even when mishandled



OUR HANDLES

UNMATCHED SOLIDITY

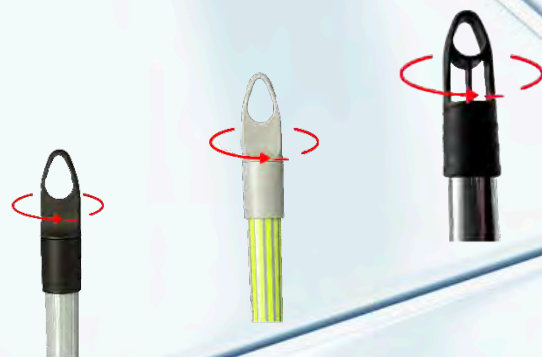
The **POL'HOP handles** are renowned for their **exceptional strength and durability**, ensuring they do not bend under pressure. Here are the key features:

- Standard Handles:** Measure 120 cm in length with a thickness of 0.25 to 0.28 cm, featuring a smooth sheath.
- Premium Handles:** Available in pure chrome (rust-resistant) and bi-material (anti-slip) versions, measuring 130 cm in length with a thickness of 0.34 cm. These handles also include a rotating hook for enhanced practicality.
- Telescopic Handle:** Extends up to 3 meters, offering versatile reach for various cleaning tasks.
- Wood Products:** Measure 130cm or 140cm in length. Made from 100% FSC-certified pine and crafted from a single, homogeneous piece of wood.
- Thread Compatibility:** All handles are designed with Italian-threaded ends, ensuring compatibility with the best-selling and most reliable thread size in the world.



We offer convenient packs that include both brooms and handles. These packs are designed to:

- Simplify Merchandising:** They streamline the stocking and organization process for your merchandisers, making their work more efficient.
- Meet Consumer Demand:** These ready-to-use sets cater to customer preferences, providing a complete solution for their cleaning needs.



OUR WASHING HANDSETS

FOR EFFICIENT CLEANING

POL'HOP also offers a range of **washing handsets**, which includes:

- **Flat Brooms:** Designed for effective cleaning on various surfaces,
- **Handles:** Compatible with our brooms for ease of use and durability,
- **Buckets:** Suitable for all types of surfaces, ensuring a thorough and successful cleaning process.

These high-quality products are not only ideal for household use but are also **robust enough for professional applications**.



OUR BUCKETS

FOR ALL USES

Our range of buckets is designed to cater to both professional and private needs, offering:

- Professional Buckets:** Built to withstand rigorous use and larger volumes, ideal for commercial and industrial applications.

- Buckets for Private Individuals:** Available in various sizes to meet everyday household cleaning needs.

This variety ensures that we provide **suitable options for different capacities and usage requirements.**

12L



15L



10L



OUR TEXTILES

UNMATCHED QUALITY

Here's a summary of the different types of fibers used in our products:

- Cotton:** Natural fibers that prevent scratching during cleaning. Cotton is stable, can be cleaned at high temperatures, and is bleach-resistant,
- Recycled Cotton:** Sourced from recycled and compacted clothing. These fibers are not woven but remain highly resistant and offer excellent absorption capacity,
- Viscose:** Primarily made from recycled T-shirts, crushed and mixed with polyester to enhance durability. This textile is both eco-friendly and resilient,
- Microfiber:** Composed of polyester and polyamide, microfiber offers superior absorption rates. It is versatile, suitable for use both dry and with water, making it ideal for a wide range of cleaning applications.



OUR GLOVES

HYPER RESISTANT

Our **pure cotton flocked gloves** feature latex that **eliminates the risk of allergies**. Key attributes include:

- Flexibility:** The gloves conform to the hand, providing a comfortable and snug fit,
- Durability:** They are resistant and protect your hands from harsh detergents,
- Non-Slip Texture:** The outer surface ensures a secure grip,
- Anti-Perspirant Interior:** Keeps hands dry and comfortable during use,
- Manufacturing:** Made in Malaysia,
- Available Sizes:** S, M, and L,

These gloves combine comfort, protection, and functionality for effective use in various cleaning tasks.

S



M



L



OUR BRUSHES

ALL DIFFERENT BUT PRACTICAL

We offer a diverse selection of brushes tailored for various cleaning tasks, including:

- Dish Brushes:** Designed for effective cleaning of dishes and kitchenware.
- Toilet Brushes:** Built for thorough cleaning of toilet bowls.
- Floor Brushes:** Ideal for sweeping and maintaining clean floors.
- Dust Brushes:** Perfect for dusting surfaces and hard-to-reach areas.

Each brush is crafted for strength and utility, utilizing the best fibers to ensure durability and performance.



OUR DUSTPANS AND BRUSHES

NO MORE DUST

Our range of dustpans and brushes is entirely crafted in Italy using recycled plastic and durable bristles. Key features include:

- Recycled Plastic:** Made from environmentally friendly materials, contributing to sustainability.
- Resistant Bristles:** Designed for effective and long-lasting performance.
- Clip-on Dustpans:** Can be easily attached to our broomsticks, ensuring convenience and accessibility.
- Space-Saving Design:** Our long-handled dustpans feature a fold-down handle for compact storage.



OUR SPONGES

AND OUR SCOURERS

Our sponges are crafted to deliver top performance and quality, featuring:

- Pure Cellulose Sponges:** Made from natural cellulose for effective cleaning and absorbency.
- High-Quality Abrasive Sponges:** Designed to tackle tough grime and stains while maintaining durability.

Additionally, we offer:

- Nylon-Wrapped Sponges:** Available in packs of two, combining durability with effective cleaning.
- Scouring Pads:** For versatile use on various surfaces, including aluminum pans and ceramic glass.
- Boulinox Pads:** Ideal for cleaning earthenware and other tough-to-clean surfaces.
- Steel Wool Pads:** Perfect for heavy-duty cleaning tasks, such as barbecue grills and DIY projects.

Our 100% cellulose sponge squares absorb up to 20 times their own weight!

All our sponges are presented in small “ready to sell” display boxes for greater convenience.



LAUNDRY

FOR YOUR CLOTHES

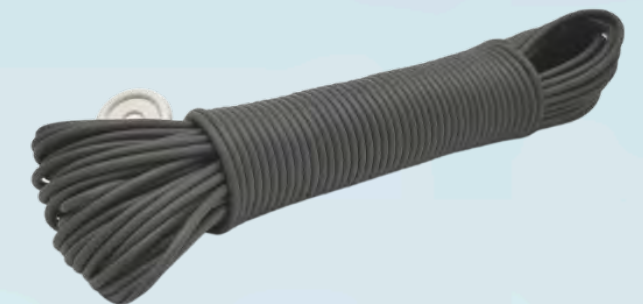
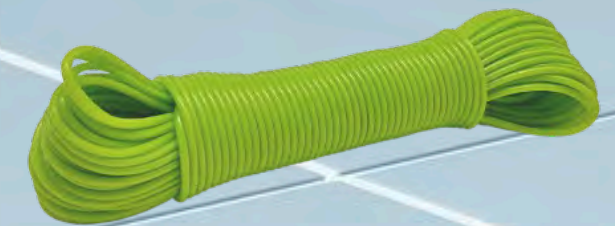
Our comprehensive laundry range includes:

- Clothespins Pack:** A set of 24 new clothespins made from virgin plastic, designed for durability and reliability,

- Pinocchio Clothespins:** Giant, unbreakable, and brightly colored clothespins. We are the sole European manufacturer of these unique pegs,

- Clotheslines:** High-quality clotheslines to complement our clothespins, ensuring exceptional performance and durability.

As **Europe's only manufacturer** of this type of peg, as well as clotheslines, we guarantee **unrivalled quality worldwide**.



OUR GARBAGE BAGS

FOR A CLEAN ENVIRONMENT

Our garbage bags are developed through a partnership with PROCOM International and are manufactured in Spain. They are distinguished by:

- Superior Quality:** Designed to meet high standards of performance and durability.
- Proven Reliability:** Tested to ensure consistent and dependable use.
- Unrivalled Strength:** Built to handle a variety of waste types without tearing or breaking.
- Sustainable Solution:** Engineered to offer an effective waste management solution while considering environmental impact.





PROMOTIONS

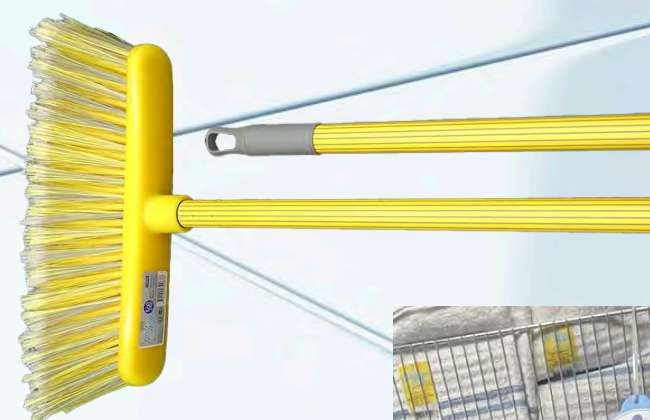
TO BOOST YOUR SALES

Discover our promotional offers, which are renewed every quarter and designed to meet your needs all year round.

They combine products from our permanent range, thus guaranteeing continuity after each promotional period, and specific items, ideal for stimulating impulse buying and boosting your sales.

Our promotions are accompanied by attractive communication media (POS) and in-store events to maximize impact.

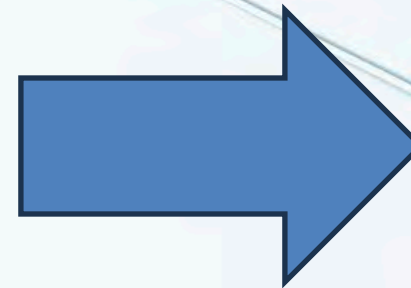
In addition, we adapt to your seasonality and local events (such as "Cleaning festival", "Crazy days", "Cyclone" sales) to offer you optimal flexibility.



Our educational videos

FOR A BETTER UNDERSTANDING

We have created a series of instructional videos specially designed to illustrate the use of our products and highlight their main advantages. These videos are intended to guide users through practical demonstrations, while highlighting the benefits and unique features of our products. They are also suitable for posting on your own social networks. For quick and easy access to this content, simply scan the QR code opposite.





POL'HOP AND HERITAGE A HISTORICAL PARTNERSHIP!



Prendre soin de vos biens pour une consommation plus durable

POL'HOP and HERITAGE offer an ideal combination for maintaining a clean and well-managed home. Here's how you can use our products effectively:

- Floor Cleaning:** Use VIGOR along with a POL'HOP bucket, scrubber, and mop to achieve flawless cleanliness.
- Parquet Care:** Apply O'CEDAR liquid wax with a POL'HOP chamois for a gleaming, polished finish.
- Clothes Drying:** Use POL'HOP clothespins for mark-free drying of clothes washed with BONUX and MINIDOU.

Both POL'HOP and HERITAGE, as French SMEs, share a commitment to high standards and common values:

- European Manufacturing:** We prioritize manufacturing in Europe to ensure high-quality, innovative, and durable products.
- Excellence and Practicality:** Our focus is on creating practical, long-lasting solutions that enhance everyday life.
- Support for Local Economy:** We are dedicated to supporting local industries and economies.
- Environmental Responsibility:** We strive to minimize our environmental impact while delivering top-notch products.

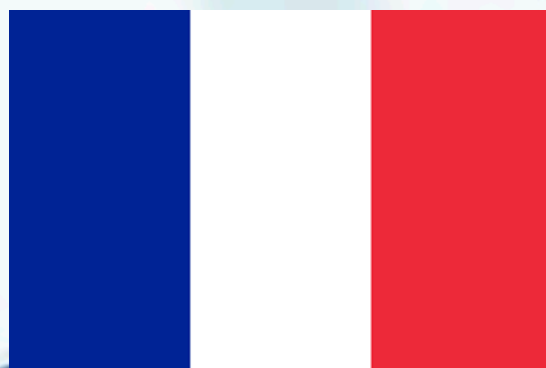


pol'hop

POL'HOP ET HERITAGE UN PARTENARIAT HISTORIQUE !



Prendre soin de vos biens pour une consommation plus durable



POL'HOP & HERITAGE IN ALL GROWTH MARKETS



HARDWARE SHOP



HOUSEWORK



WASHING





FABRIQUÉ
AVEC AMOUR
EN FRANCE

