



2025 :

POL'HOP : in june, cleanliness rhymes with lightness!



**Discover our
STAR 120cm handle!**

LAUNCH OF THE STAR WOODEN HANDLE

The STAR wooden handle has been designed for **maximum strength**, thanks to its **100% homogeneous structure**.

Its high-quality wood guarantees **excellent durability and impeccable hold**, even with intensive use!

And that's not all: true to the spirit of the **STAR range**, it's still **very economical to suit any budget!**

It's the ideal compromise with **excellent value for money**.

The NATURAL Varnished Handle gets bigger!

The **NATURAL handle** is now available in **130cm!** Still made of **100% homogeneous pine** for **extreme solidity**, perfect for all your needs. It retains its practical suspension hole and Italian plastic screw thread.

This completes our range of wooden handles:

The **STAR 120 cm** is the economical option, with a screw threaded directly into the wood.

The **WOODY 125 cm**, the heart of the range, has a plastic suspension hole and a threaded screw thread directly into the wood.

The **premium NATURAL 130 cm** is varnished, with a plastic suspension hole and screw thread.

Finally, the **CANTONNIER 140 cm**, designed specifically for our CANTONNIER brooms, has only one suspension hole and no screw thread.



**Discover our
NATURAL varnished handle**

The **SWEET SHINE** : even more quality!



**Discover our
SWEET SHINE duster cloth**

Our **SWEET SHINE duster cloth** evolves for better performance!

The **40cm x 40cm** size is now effective, offering a wider surface for **optimal cleaning**.

What's more, its **175g density** provides greater **thickness and absorption**, **perfect for catching dust efficiently** and effortlessly.

Of course, the duster cloth retains its **incomparable softness**, making it ideal for delicate surfaces.

It's the perfect tool for **fast, practical and efficient cleaning!**

Our new POS available in July!

From July 2025, discover our new Shelf Stoppers and Ties in our retail outlets.

At POL'HOP, we design POS displays to **enhance the visibility of our products** in stores. Placed directly on the shelf, these supports **catch the consumer's attention**. Ideal for attracting attention to our products, our POS displays help us to **effectively differentiate ourselves from the competition**.

A simple, high-impact solution **to boost in-store sales**.

**Discover all
our POS displays!**



POL'HOP website update

Our **polhop.net website is constantly updated** to offer you a richer experience! New, more attractive photos highlight our products and their strengths.

You can now **easily download our product datasheets** to find out everything you need to know at a glance.

Step-by-step **instructional films help you** discover our solutions and how best to use them.

Finally, videos designed for social networks add a **dynamic and creative touch to your daily life with POL'HOP!**

Discover our
polhop.net website

POL'HOP shines on social networks

Pol'Hop puts on a show on social networks! We regularly produce original, fun videos on **TikTok, Instagram and Facebook** to give you a new perspective on our products.

With **practical demonstrations and user tips**, you can see our products in action and get inspired for more effective and fun cleaning.

Our latest video features the **DUSTY** feather duster, an indispensable ally for easy dusting and getting into the smallest nooks and crannies. Its lightness and maneuverability make it a must-have for fast, effortless cleaning.

Check out this **new video on our social networks** and don't hesitate to **share it with your friends and colleagues!**

Discover our videos
on TikTok

EUROPCOSMETICS : family expertise at the heart of a broad, affordable range

Discover EUROPCOSMETICS, your European beauty partner!

EUROPCOSMETICS is first and foremost a **French family business**, specialized in the manufacture of **quality cosmetics at low prices**. With a wide range covering all segments - face care, body care, hygiene, hair care and much more - **EUROPCOSMETICS meets all market needs and all skin types**.

Our **predominantly European production** guarantees short lead times and a high level of quality, while ensuring a responsible approach and reduced environmental impact.

EUROPCOSMETICS **can adapt to all POS (point-of-sale) configurations**, whether you need a compact or imposing format, the company offers flexible, customized solutions: from a small counter display to a 6-island display!

And to make your life easier, each product is delivered in a small cardboard box, ready to be placed on our displays. This saves precious time for your merchandising teams, and **optimizes sales space** while ensuring optimum visibility.

By choosing EUROPCOSMETICS, you're opting for a **trusted partner** that combines **diversity, competitiveness and efficiency**, to energize your shelves and satisfy your customers.

Discover
EUROPCOSMETICS products!

UN GLOBAL COMPACT : BALMORAL is an active member of the world's largest corporate sustainability initiative.

The organization's 10 principles are

- **Human rights**

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights;

Principle 2: ensure that they are not complicit in human rights abuses.

- **Work**

Principle 3: companies must respect freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced or compulsory labor;

Principle 5: the effective abolition of child labor;

Principle 6: the elimination of discrimination in respect of employment and occupation.

- **Environment**

Principle 7: Businesses should adopt a precautionary approach to environmental challenges;

Principle 8: take initiatives to promote greater environmental responsibility;

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

- **Fighting corruption**

Principle 10: companies should fight corruption in all its forms, including extortion and bribery.

By signing this agreement and taking part in these events, we are fully committed to sustainable development. Having evolved our packaging and products, we've now gone much further.

Find out more about
UN GLOBAL COMPACT

THE POL'HOP CATALOG

The POL'HOP catalog is regularly updated. Discover the latest version!

POL'HOP
CATALOG



BALMORAL
INTERNATIONAL

pol'hop

Simplifiez-vous la vie !

© 2025 BALMORAL INTL
136 Chemin du Moulin Carron
69130 ECULLY - FRANCE
+33 4 13 95 06 71



Cet e-mail a été envoyé à {{ contact.EMAIL }} Vous avez reçu cet email car vous vous êtes inscrit sur BALMORAL INTL.

[Se désinscrire](#)

