



In November, POL'HOP puts your home in the spotlight!

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## Welcome to Benjamin, our new POL'HOP marketing manager!

We are delighted to announce the arrival of **Benjamin** to the POL'HOP team.

He joins the company to take charge of **marketing** and support the brand's development across our various markets.

With Benjamin on board, we are strengthening our ability to:

- better **showcase our product ranges in stores**,
- develop **commercial animation tools** tailored to your needs,
- and offer **more dynamic communication** around POL'HOP's new products.

You will have the opportunity to see his work throughout our upcoming operations and communications.

Welcome to the POL'HOP adventure, Benjamin! 🎉

[Discover our videos!](#)

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**Coconut fibers: an unavoidable increase in 2026 — plan your orders now!**

The global **coconut fiber** market is under unprecedented pressure. In 2026, an increase of approximately **25%** is expected on our **Coco broom** and **Coco Zébré** ranges.

This rise is mainly due **not to industrial production** constraints, but to the **record demand for other coconut-based applications**.

#### 🔍 Why are prices soaring?

- **Booming demand for coconut milk and coconut water:** the food industry absorbs a large share of the resource, reducing the availability of fiber.
- **Growing use of coconut fiber in agriculture:** mulching, substrates, hydroponics... this sector now consumes a significant and increasing volume of raw material.
- **Stronger competition between industries**, placing upward pressure on prices at the source.

#### 🚨 Plan ahead to avoid the increase

To protect your purchasing costs and secure your 2026 supply, it is essential to place your orders **for shipment before December 31, 2025**.

This will allow you to:

- benefit from **2025 pricing**,
- guarantee your **volumes**,
- avoid the risk of **limited availability** at the start of the year.

#### 🤝 We're here to support you

Our teams remain fully available to help you plan your needs and organize your shipments as quickly as possible.



The **COCO ZEBRE** striped broom!

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**POL'HOP reinvents its packaging: clearer, more modern, more visible!**

For 2026, **POL'HOP is getting a fresh new look!**

We are completely redesigning our graphic charter to put our brand front and center, strengthen shelf impact, and offer our customers packaging that is simpler, clearer and instantly recognizable.

Each product universe now adopts its own signature color, designed to guide consumers at a glance:

- ★ **STAR – Dynamic light blue:** our simple, efficient, and always reliable entry-level range.
- ● **SOFT TECH – Technical midnight blue:** bi-material TPR products, modern and high-performing.
- ♥ **CLEAN EXPERT – Bright zesty green:** the ultra-visible, energetic multiuse range.
- 🎉 **FUNNY – Vibrant magenta:** clever, colorful products that bring a bit of fun to everyday life!
- ■ **POL'HOP – Luminous green:** our core range, now more harmonized and recognizable than ever.

Thanks to this new color system, our shelves gain clarity, impact and attractiveness. The result: **instant recognition, a stronger identity, and a simplified customer experience.**

A bold graphic choice designed for shelves that are clearer, more appealing... and unmistakably **100% POL'HOP!**

NAME	CLEAN EXPERT	NAME	STAR	FUNNY	SOFT TECH
Description produit	Description produit	Description produit	Description produit	Description produit	DESCRIPTION PRODUIT

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## **POL'HOP & the UN Global Compact: a commitment that truly matters for our B2B customers**

As a member of the **UN Global Compact**, POL'HOP is concretely committed alongside the United Nations to promoting a more responsible future. This commitment is based on **10 universal principles** related to human rights, labor, the environment and business ethics.

But beyond the symbol, it is a true **trust guarantee** for our partners.

### **A guarantee of compliance and transparency**

In a context where supply chains are increasingly scrutinized, working with a Global Compact member gives our clients **additional security**:

- compliance with internationally recognized standards,
- enhanced transparency,
- internal processes aligned with best CSR practices.

### **A partner that reduces your risks**

By choosing a committed supplier, our clients reduce risks linked to:

- reputation,
- questionable social practices,
- uncontrolled environmental impact.

We do the upstream work to ensure a responsible approach—strengthening the foundations of **their own CSR commitments**.

### 👉 A lever for your CSR objectives

Collaborating with POL'HOP also contributes to **your sustainability goals**. Each partnership becomes an opportunity to strengthen your ESG indicators, meet stakeholder expectations and promote a more responsible supply chain.

### 🚀 A dynamic of continuous improvement

The Global Compact is not just a membership: it involves an **annual report**, concrete objectives and a commitment to ongoing progress.

Our clients therefore benefit from a partner who evolves, innovates and anticipates.



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