

New products, videos, and personalized catalogs: get ready for the new season with POL'HOP!

# POL'HOP is much more than a brand... it's a story!

Proud of our history, we have chosen to share it with you in a lively, human, and inspiring format.

Innovation, passion, and commitment: these are the values that have driven us since day one.

Behind our products are women and men who create, invent, and move forward together to meet the needs of today and tomorrow.

2017

# POL'HOP, A YOUNG BRAND... ALREADY SHAPED FOR THE WORLD

LThe story of POL'HOP began far from the spotlight, in a small office in the south of France, on July 1st, 2017. But the ambition was already big.

At the origin, a man: Xavier BESSARD, with 30 years of experience in international cleaning products. He founded BALMORAL INTL to offer French brands tailor-made export support.

Very quickly, major names trusted him to export their brands:



Maison Verte - You - O'Cedar - Baranne

Celd - Michelin - Bo Paris - Babyliss Anne Faugère - Logis Bleu...



CARGO Centrakor - Sitram - Geneviève Lethu...

Expertise speaks for itself!

But an idea begins to grow:

What if this expertise, this agility, this passion... became a brand in its own right?



#### DISCOVER OUR HISTORY

# Our new videos create engagement online and catch the attention in stores!

New videos available on our social media channels, designed to present POL'HOP products in action. This content highlights the strengths of our products, explains their benefits, and captures consumers' attention in a dynamic and attractive way.

**A powerful marketing tool.** Our videos act as a digital showcase: they raise awareness of POL'HOP, generate interest, and drive online engagement. The more recognized and appreciated the brand is on social media, the more identifiable it becomes in stores, creating a purchasing reflex among your end customers.

## Tangible benefits for your sales

- Better visibility in stores thanks to brand recognition
- Direct support for your sales teams with educational content to share
- Increased customer demand for our products

These videos are not just informative: they are designed to **convert digital visibility** into actual sales, while strengthening your positioning with your customers.

#### Find out more:











**Product focus: POL'HOP natural sponges** 

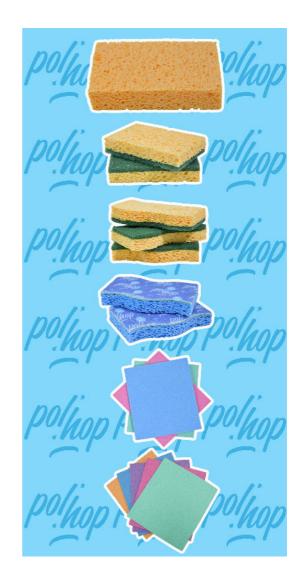
Sponges are essential everyday tools, but they can also retain moisture and microorganisms if not properly maintained.

With POL'HOP vegetable sponges, made from natural fibers and free of harmful additives, you can offer your customers a solution that is hygienic, sustainable, and environmentally friendly.

#### Why choose them?

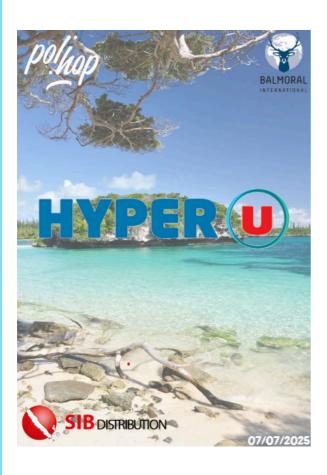
- Reusable, washable, and economical
- Structure that facilitates drying and limits bacterial growth
- Compatible with different types of cleaning: washing machine, dishwasher, or hot vinegar bath
- An eco-friendly alternative to disposable synthetic sponges





**FIND OUT MORE** 

Catalogues tailored to all your needs!



Every market and every customer is unique. That's why we offer catalogs tailored to your needs: integrating your visual identity, highlighting relevant product ranges, and creating a clear and effective sales tool.

### Page 3 Benefits for you:

- Enhance your customer relationships with customized support.
- Facilitate the presentation of our products and boost sales.
- Highlight new POL'HOP products in your points of sale.

Please don't hesitate to contact us if you need anything!

CONTACT US
BY EMAIL















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Se désinscrire

