



BALMORAL  
INTERNATIONAL

# INNOVATION REVIEW 2025

## POL'HOP, The French Household Brand



Confidential Document

# LIST OF CONTENT

## **I. Presentation**

1. BALMORAL
2. POL'HOP

## **II. Our projects**

1. Where are we now?
2. At the heart of our plants
3. Our 2025 objectives
4. Our latest news

## **III. Our products**

1. Brushware
2. Dusting
3. Wiping
4. Storage



# I. Presentation

---





# 1. Balmoral International

## What are our commitments?

We are committed to adopting a responsible approach on a daily basis by offering quality products made in Europe (France, Spain, Italy), while reducing our impact on the environment.

## About us

**Balmoral International** is a French SME based in Écully, near Lyon, specialising in the design and manufacture of household products, **100% dedicated to the international market**. Our unique expertise enables us to adapt to every type of market.

## Our team

**Our team is made up of international enthusiasts.** With a presence on several continents (Africa, Middle East, Pacific, Caribbean, Indian Ocean, etc.), we are truly flexible and responsive. The diversity of our products reflects our ambition for growth. In just one year, **POL'HOP** has become an internationally recognised brand.

# 2. POL'HOP

---

## What is it?

**Pol'Hop** is our brand of colourful household products designed to simplify your everyday life.

## Our motto

**'Make it easy!** That's the first phrase that comes to mind when we develop our products. Our aim is to make cleaning easier and more effective, whatever the type of surface.

## What are our commitments?

**We are committed to respecting the environment.** Our short supply chain reduces our carbon footprint, and we have adopted an innovative technology that injects recycled plastic into the heart of some of our products, while covering them with virgin plastic. In this way, we give plastic a second life, while protecting the environment. Our packaging is also designed with the environment in mind, using unvarnished materials, biodegradable inks and flexible adhesive.

## Our products

**Pol'Hop products embody ease of use, innovation and durability.** Our distinctive colours, **bright green and silver**, meet both classic and playful needs, while ensuring maximum visibility in-store. Our products are available in supermarkets and traditional markets alike, and their superior quality means we can meet the demands of professionals, particularly in the catering sector (Horeca).



**...and only one screw thread, the most widely used in the world: Italian! Risk of error = ZERO!**



## II. Our projects

---



# 1. Where are we now?



2024  
Step 1

## RELOCATION IN EUROPE

95% of our production is manufactured in Europe (France, Spain, Italy).  
Closure of our factory in Turkiye



2024  
Step 2

## VALUE CREATION

The POL'HOP range is comprehensive and covers every need. The products are easy to use, innovative and durable.

More effective, healthier products.



2024  
Step 3

## CONSOLIDATION STRATEGY

We are THE international benchmark.

STAR products are clearly positioned in relation to inflation.

Synergy with HERITAGE is a reality.



# 1. Where are we now?

---



60 countries covered, with a strong presence in Africa, the Indian Ocean, the Pacific and the Caribbean. Maintaining our presence in Russia.

New markets opened up, including Tchad, India, Israel and Saudi Arabia.

Strengthening our sales and procurement team and expanding our logistics (36,000 m2 at Courthezon near the port of Marseille-FOS in France).

Reinforcement of our factories in Europe (France, Spain, Italy), closure of Turkiye.

Sales up 25%. Results (EBITDA) in line with our objectives despite geopolitical tensions and continued increases in raw materials prices, plus the blockage of the Suez Canal.

**By working with BALMORAL INTL, you are working with a SAFE company 100% dedicated to exports, which will meet your requirements, including over the long term.**



# 1. Where are we now?

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](http://www.polhop.net)). Carton traceability is currently being implemented and will be effective by June 2024. Sales support is also available by telephone (+33 4 13 95 06 71) and e-mail ([sales@balmoralintl.com](mailto: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.

EXPECTATION

REALITY

**BALMORAL INTL SAS  
makes a 10-point  
commitment**

## 2. At the heart of our factories



Our production factories are strategically located in France, Spain and Italy, guaranteeing short supply chains and unrivalled quality. With our head office based in Écully, in the heart of the Lyon metropolitan area, and a 36,000 m<sup>2</sup> warehouse in Courthezon, near the port of Fos-Marseille, we can offer you fast, efficient logistics solutions. Opt for the proximity, responsiveness and reliability of our European infrastructure!



# 3. Our objectives

---



## MISSION

To offer quality products, made in Europe, at affordable prices,

To continue to innovate and believe in a better future for consumers.

## VISION

Taking care of goods and people for more authentic & sustainable consumption,

Helping those in need through concrete CSR actions.

# 4. Our latest news

---

## CONSUMER EXPECTATIONS

Natural  
Multi-purpose Without water  
Liability  
savings Zero waste  
Plastic-free

The simplicity of using the products

Innovation

Durability



# III. Our products

---



# 1. BRUSHWARE

---



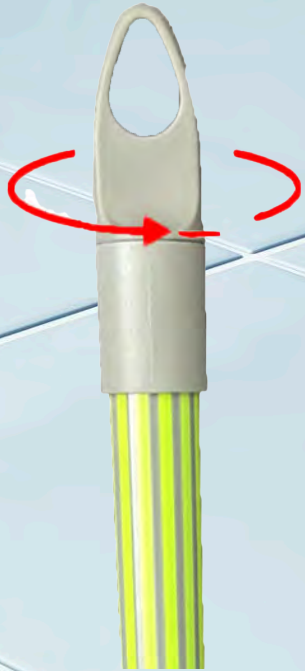
# Brooms

Indoor brooms +  
handles sets



## EVO SOFT broom + handle (930187)

Brush for delicate floors with shock-resistant edges and an anti-slip 120cm metal handle. Super-soft and supple fiber for effective dusting.



**HIGHLIGHT: shock-proof edge and rotating hook for easy storage**

# Brooms

Indoor brooms +  
handles sets

New **NEON** shapes and colors!

**FUNNY broom + handle (930067)**

Psychedelic neon colored broom with 120 cm non-slip metal handle. Very soft fibers for delicate floors.

**HIGHLIGHT: Extremely original neon colors!**



# Brooms

---

Indoor brooms +  
handles sets



**NICKEL CHROME broom + handle (930019)**

A broom that doesn't hide! Mid-length fibers trap dust. Effective on all floor types. Reinforced metal handle

# Mops

---

Cotton mops



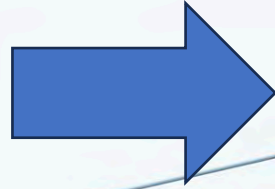
**MEGA PRETTY 300grs mega long and fine mop (930191)**

Extra-large fringe in majority cotton. Extra-fine yarns. Offers real ease of use thanks to its large cleaning surface.



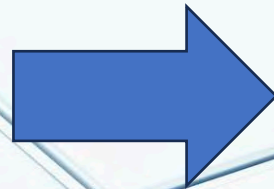
# Mops

Synthetic mops



## **COTTON SWIPE microfiber & cotton mop (930192)**

Cleans deeply without scratching. Microfibers trap dust, dirt and allergens. Cotton provides softness and absorption.



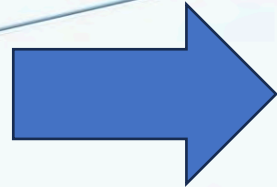
## **ULTRA BRIGHT microfiber mop (930193)**

Our microfiber is made from polyester and polyamide. The polyester ensures the product's durability, while the polyamide gives it a high absorption rate. Durable product.

# Mops

---

Synthetic mops



## **AQUA SWIPE blue band microfiber mop (930194)**

Our mop fringe is made up of strips mounted in a corolla shape to prevent scratching. Made from polyester and polyamide, it can be used on all types of floor.

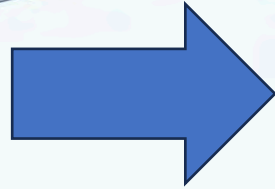




# Handles

---

Wood  
handles

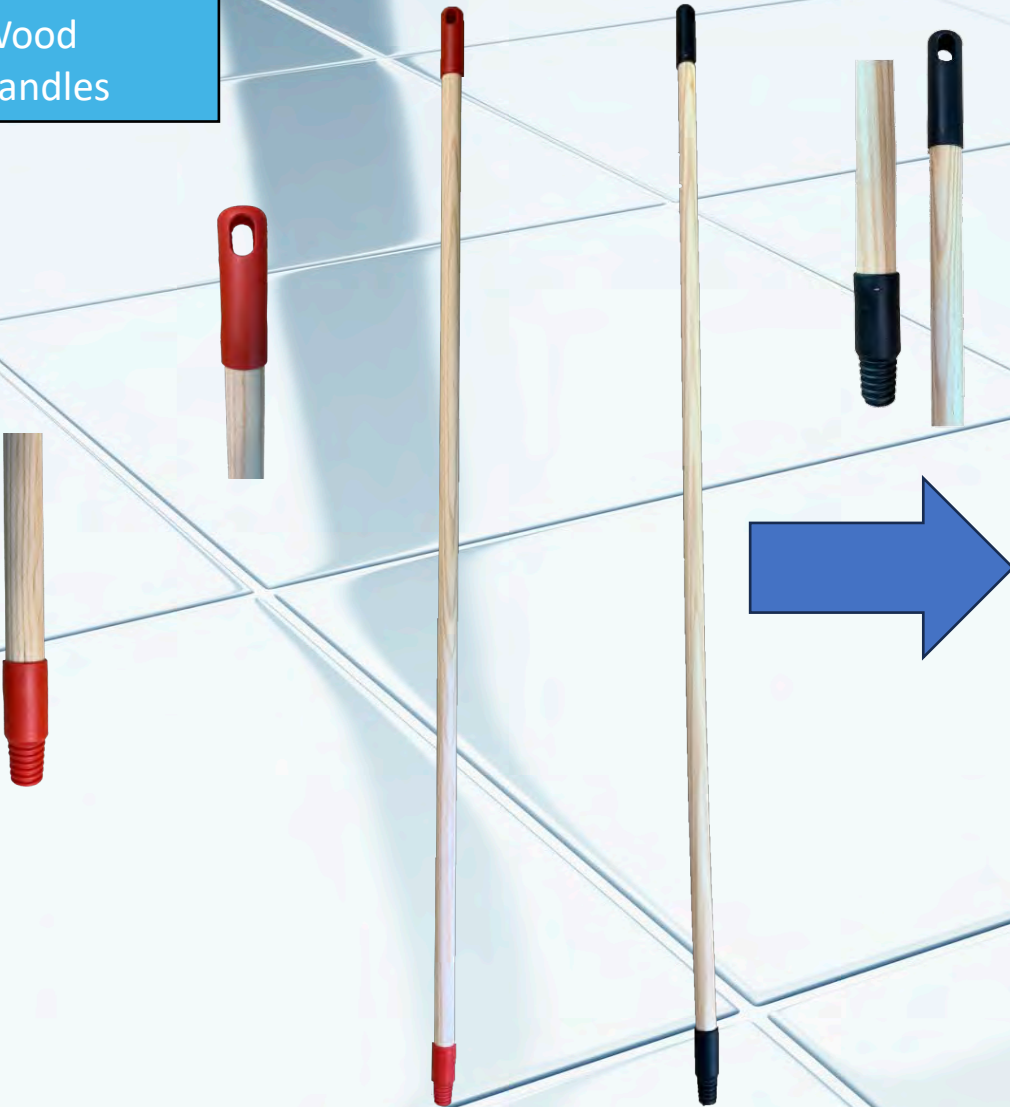


## **STAR wood 125cm handle (930190)**

Wood handle made from a single piece of homogeneous wood. Practical and efficient.

# Handles

Wood  
handles



**WOODY wood handle (930110) & NATURAL  
varnished handle (930177)**

Solid handles made from a single piece of 100% pine. These 2 leading handles in our POL'HOP range have been extended to 130cm for greater ergonomics and convenience. Our reference 930177 is lightly varnished to enhance wood protection against insects and humidity.

**HIGHLIGHT: Extremely sturdy, ideal length: 130cm**



# Cleaning sets

Multi-purpose

## **CLEAN EXPERT 40cm flat microfiber mop set, 68cm-120cm telescopic handle (930185)**

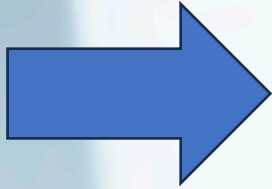
CLEAN EXPERT is versatile and suitable for all types of floor (tiles, parquet, laminate). The microfibers trap dirt, bacteria and germs, ensuring thorough cleaning. Can be used wet or dry, reducing the need for chemicals. The cover is machine washable. With 360° rotation and a telescopic handle, it's easy to use, innovative and durable

## **Microfiber scraper mop refill FOR CLEAN EXPERT (930186)**

Replacement scrubbing microfiber cover for the CLEAN EXPERT scrubbing system. Used dry to remove dust from all types of floor. Used with water and/or detergent for effortless deep cleaning and quick drying. Microfibre effectively traps bacteria and germs

**HIGHLIGHT: Telescopic handle, can be used wet or dry, semi-professional**

# Buckets and wringers



## MEGA MIRACLE 15L ergonomic oval bucket (930181)

Large capacity bucket equipped with a spout for more convenience. The handle is ergonomically designed for excellent grip. A notch under the bucket makes it easy to empty. Professional quality (made of 100% virgin plastic, extremely resistant).



## FOR MEGA MIRACLE grid for 15L oval bucket (930182)

Thanks to its ergonomic shape, the grid fits perfectly in our oval bucket. Strong enough to withstand heavy pressure to wring out our mops effectively.

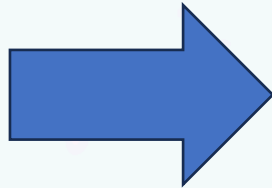
To discover the advantages of our bucket and wringer, click on the image and hold down the CTRL key on your keyboard.

**HIGHLIGHT: Very high resistance, “jaw” wringer, semi-professional**



# Washing brushes

Bottle brushes



## **SWIFT litter bottle brush (930136)**

Nylon fiber brush for cleaning 1L or baby bottles. Fibers resistant to detergents and heat for better hygiene. Long handle to reach each nook and cranny of the bottle without scratching the glass.

## 2. DUSTING

---

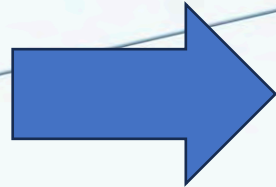


# Dusters & ceiling brushes

Microfiber



Prototype



## FLUFFY duster (930196)

Antistatic feather duster with microfiber cover. Can be used wet or dry. Goes into every nook and cranny (flexible). Soft, washable fiber attracts even the smallest dust particles.

# 3. WIPING

---



# Sponges and scourers

---

Natural



**EXTRA JOY 5 colored square washing-up sponges  
(930189)**

High absorption rate for deep cleaning without streaking or scratching. 5 exclusive colors.

# Wipes

Chamoisine



**SWEET SHINE yellow duster cloth  
(930018)**

Super soft, to clean without scratching wood, plexiglass and delicate surfaces.

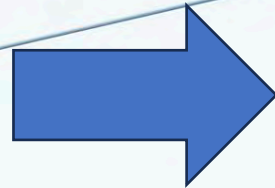
An even more generous chamois cloth: 40x40cm and a density of 175grs/m<sup>2</sup>!

**PRODUCT BENEFITS: Soft, large, durable**



# Wipes

Microfiber



We develop a range of **microfiber cloths** :

- Tea towels,
- Window and mirror squares,
- Double-sided sponges (soft/scratching).

These products are made from polyester and polyamide, for use both dry (dusting) and wet (washing). The polyamide guarantees high absorbency. The launch is scheduled for March 2025.

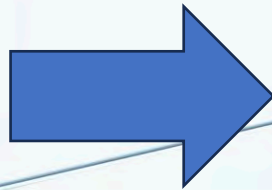
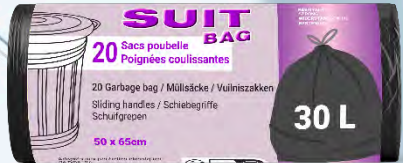
## 4. STORAGE

---



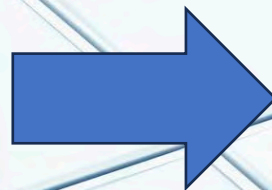
# Garbage bags

With  
drawstrings



## 20 garbage bags 30L (SUIT1001)

Heavy-duty garbage bag for heavy or sharp waste. Totally watertight, it prevents leaks and unpleasant odors from spreading. Equipped with drawstrings for easy closing. Bag: 50x65cm, roll length: 19cm, roll diameter: 7cm, microns: 25

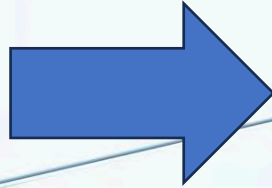


## 10 garbage bags 50L (SUIT1002)

Heavy-duty garbage bag for heavy or sharp waste. Totally watertight, it prevents leaks and unpleasant odors from spreading. Equipped with drawstrings for easy closing. Bag: 65x75cm, roll length: 25cm, roll diameter: 6cm, microns: 30

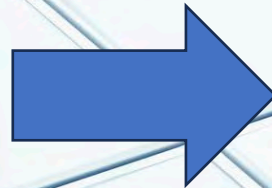
# Garbage bags

With  
drawstrings



## 20 garbage bags 100L (SUIT1003)

Heavy-duty garbage bag for heavy or sharp waste. Totally watertight, it prevents leaks and unpleasant odors from spreading. Equipped with drawstrings for easy closing. Large capacity. Bag: 80x90cm, roll length: 23cm, roll diameter: 9cm, microns: 30



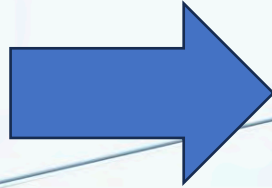
## 10 garbage bags 130L (SUIT1004)

Heavy-duty garbage bag for heavy or sharp waste. Totally watertight, it prevents leaks and unpleasant odors from spreading. Equipped with drawstrings for easy closing. Large capacity (for containers). Bag: 85x105cm, roll length: 29cm, roll diameter: 9cm, microns: 40



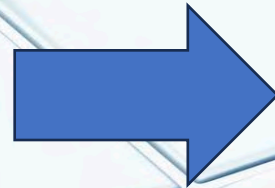
# Garbage bags

With manual strings



## 20 garbage bags 30L (SUIT2001)

Heavy-duty garbage bag. Waterproof, to prevent leaks and unpleasant odors. Equipped with a tie for manual closure. Bag: 52x60cm, roll length: 28cm, roll diameter: 5cm, microns: 30



## 20 garbage bags 50L (SUIT2002)

Heavy-duty garbage bag. Waterproof, it prevents leaks and unpleasant odors from spreading. Equipped with a tie for manual closure. Bag: 65x75cm, roll length: 24cm, roll diameter: 6cm, microns: 30

# Garbage bags

With manual strings



## 10 garbage bags 130L (SUIT2003)

Heavy-duty garbage bag. Leak-proof, it prevents leaks and unpleasant odors from spreading. Equipped with a tie for manual closure. Large capacity (for containers). Bag: 82x107cm, roll length: 24cm, roll diameter: 8cm, microns: 40



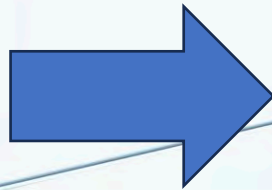
## 25 garbage bags 130L (SUIT2004)

Heavy-duty garbage bag. Watertight, to prevent leaks and unpleasant odors. Fitted with tie for manual closure. Large capacity (for containers). XL quantity for better price positioning. Bag: 82x107cm, roll length: 44cm, roll diameter: 8cm, microns: 40



# Garbage bags

Special ranges



## BATHROOM 40 waste bags with manual strings 5L (SUIT3001)

Heavy-duty white garbage bag for the powder room. Waterproof, it prevents leaks and unpleasant odors from spreading. Equipped with a tie for manual closure. White, bag: 25x35cm, roll length: 9cm, roll diameter: 5cm, microns: 20

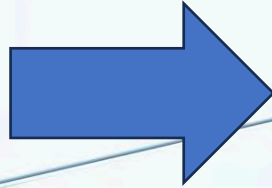


## BATHROOM 20 waste bags with drawstrings 10L (SUIT3002)

Heavy-duty white washroom garbage can bag. Watertight, it prevents leaks and unpleasant odors from spreading. Equipped with drawstrings for easy closing. White, bag: 35x50cm, roll length: 15cm, roll diameter: 8cm, microns: 30

# Garbage bags

## Special ranges



### HIGH 15 garbage bags with drawstring 30L (SUIT3003)

Heavy-duty white garbage can liner for high garbage cans. Watertight, it prevents leaks and unpleasant odors from spreading. Equipped with drawstrings for easy closing. Bag: 45x75cm, roll length: 25cm, roll diameter: 5cm, microns: 25



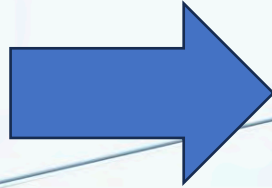
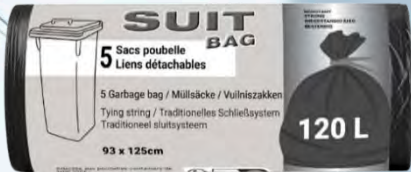
### HIGH 10 garbage bags with drawstring 50L (SUIT3004)

Heavy-duty white garbage can liner for tall garbage cans. Watertight, it prevents leaks and unpleasant odors from spreading. Equipped with drawstrings for easy closing. Bag: 60x80cm, roll length: 27cm, roll diameter: 6cm, microns: 30



# Garbage bags

## Special ranges



### CONTAINER 5 garbage bag 120L (SUIT3005)

Heavy-duty garbage bag. Watertight, it prevents leaks and unpleasant odors from spreading. Equipped with a tie for manual closure. Large capacity (for containers). Bag: 93x125cm, roll length: 25cm, roll diameter: 6cm, microns: 35

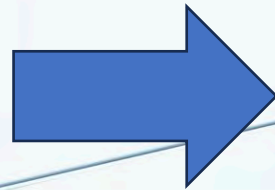


### CONTAINER 5 garbage bags 240L (SUIT3006)

Heavy-duty garbage bag. Watertight, it prevents leaks and unpleasant odors from spreading. Equipped with a tie for manual closure. Very large capacity (for containers). Bag: 126x135cm, roll length: 34cm, roll diameter: 7cm, microns: 35

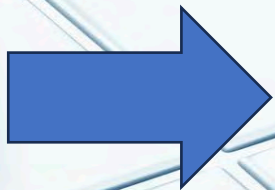
# Garbage bags

Garden



## GARDEN 10 waste bags 130L (SUIT4001)

Heavy-duty garbage bag for heavy or sharp waste. Totally watertight, it prevents leaks and unpleasant odors from spreading. Equipped with a tie for manual closure. Large capacity for garden waste. Green, bag: 82x107cm, roll length: 45cm, roll diameter: 7cm, microns: 60



## GARDEN 10 waste bags 130L (SUIT4002)

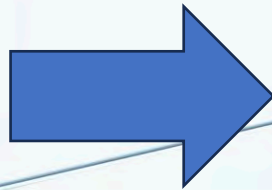
Heavy-duty garbage bag, even for heavy or sharp waste. Totally watertight, it prevents leaks and unpleasant odors from spreading. Equipped with a tie for manual closure. Large capacity for garden waste. Transparent for depositing in recycling bins. Transparent, bag: 82x107cm, roll length: 45cm, roll diameter: 7cm, microns: 60



# Garbage bags

---

Garden



## **RUBBLE 6 garbage bags 50L (SUIT4003)**

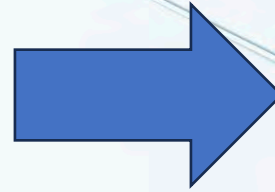
Heavy-duty garbage bag for heavy or sharp waste. Totally watertight, it prevents leaks and unpleasant odors from spreading. Equipped with a tie for manual closure. Special for rubble. Yellow, bag: 60x80cm, roll length: 30cm, roll diameter: 7cm, microns: 75

# Our educational videos

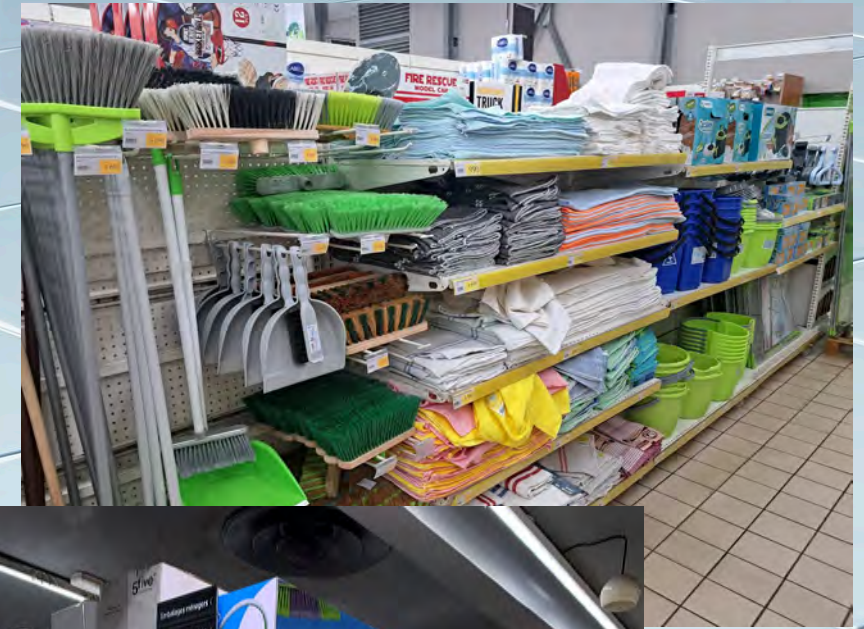
FOR A BETTER UNDERSTANDING

---

Several months ago, we launched a series of instructional videos designed to illustrate the use of our products and highlight their key benefits. These videos aim to guide users through practical demonstrations, while highlighting the benefits and unique features of our products. To access this content easily, simply scan the QR code.







Striking displays and  
TGs!







# POL'HOP AND HERITAGE A HISTORIC 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 AND HERITAGE A HISTORIC PARTNERSHIP!



Prendre soin de vos biens pour une consommation plus durable



# POL'HOP & HERITAGE IN ALL GROWTH MARKETS



**HARDWARE SHOP**



**HOUSEWORK**



**WASHING**



Prendre soin de vos biens pour une consommation plus durable







# 2025, A YEAR OF DEVELOPMENT

- ✓ Human resources development with a stronger sales force,
- ✓ Logistics development with our partner LEROY,
- ✓ Expansion of our factories in Europe: France, Spain and Italy to secure our supplies and guarantee consistent quality,
- ✓ Development of our distribution network: 60 countries!
- ✓ Development of our ranges with the launch of new mops, buckets and garbage bags,
- ✓ Development of our partnership with HERITAGE,
- ✓ Development of our social networks to be closer to you and your customers.





**polihop**  
Make it easy!