

pol'hop

THE FRENCH HOUSEHOLD BRAND

FIRST QUARTER
2026 PROMOTIONS

Why POL'HOP promotions?

Our promotions are designed to create value for everyone:

- **Support 2026 product launches and accelerate their in-store visibility**
- **Strengthen POL'HOP brand awareness**
- **Drive traffic and energize the bazaar / DPH aisles**
- **Enable consumers to try, adopt, and stay loyal to our products**
- **Grow sales and margins for our partner customers**

👉 **A POL'HOP promotion is a true performance driver and a winning long-term partnership.**



A MODERNIZED SEGMENTATION FOR A CLEARER SHOPPING EXPERIENCE.



For 2026, we are introducing a new visual segmentation: dedicated colors, specific typographies, and clearly defined universes.

Consumers can instantly identify the POL'HOP brand, then easily choose from our product universes:

- STAR – an economical, solid, and durable range
- CLEAN EXPERT – our flat mops and professional cleaning kits
- SOFT TECH – dual-material TPR products
- FUNNY – the colorful range
- POL'HOP – our core range, with a unique name for each product



-5%

Broom PAVONE

Simple and efficient broom with a wide base and soft fibers. The split-ended fibers trap dust.



Made in Italy



24

Ref. 930158



-5%

Broom HELENE

Attractive, wide broom with soft, medium-length 'moustache' fibers. The fibers ensure effective dust removal.



Made in Italy



12

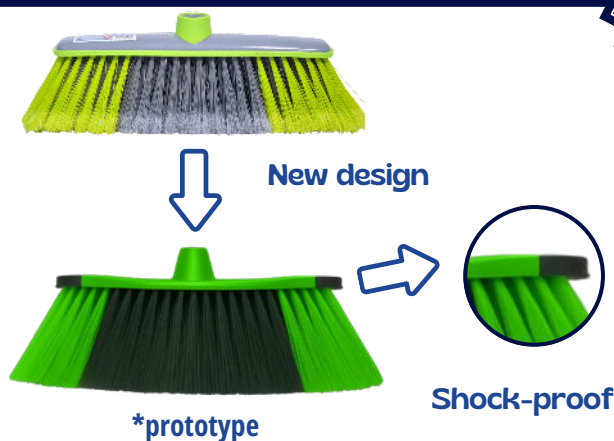
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-5%

SOFT TECH Broom

Gentle-floor broom with TPR shockproof edges and soft fibers for efficient dusting.



Made in Italy



12

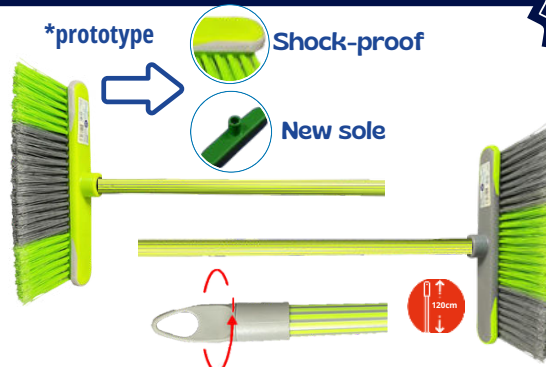
Ref. 930065



-5%

SOFT TECH broom + handle

Broom for delicate floors with TPR shockproof edges, 120 cm anti-slip metal handle, and ultra-soft dense fibers.



Made in Italy



24



Ref. 930187



-10%

OLA broom + handle

All-floor designer broom with a 120 cm anti-slip metal handle and angled fibers for corner cleaning.



Made in Italy



24



Ref. 930198



-5%

SUPER long bristles broom + handle

Long fibers with a 120 cm anti-slip metal handle and rotating tip. Suitable for indoor/outdoor use and can double as a hand broom.



Made in Italy



24



Ref. 930068



CoCo Coir broom

Natural COCO broom with pure coco fiber and high-quality wood base. Ideal for cement, hard floors, and bare earth.



Made in Sri Lanka 10



Ref. 930119



-10%

CoCo ZEBRE striped coir broom

Coco/PP broom with a high-quality wooden base. Perfect for hard floors, cement, and packed earth. Available in 5 exclusive colors.



Made in Sri Lanka 10



Ref. 930173



-10%

Broom CANTONNIER

Extremely sturdy broom with a 100% Landes pine wood base, a reinforced angled metal socket with anti-rust treatment, and red PVC fibers. Particularly suited for cleaning roads, construction sites, and other demanding environments.



Made in France



6



Ref. 930171

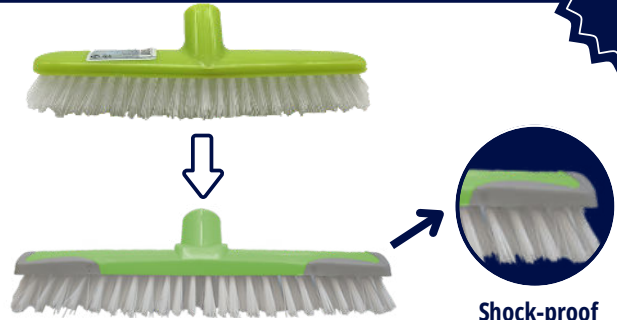


-5%

-5%

SOFT TECH large scrubber

Scrubbing brush with extra-hard bristles, resistant to detergents and heat. Used with a mop, it deeply cleans tiles and marble without scratching. Shock-absorbing TPR edges.



Shock-proof

*New design

Made in Italy



12



Ref. 930150



-7%

MEGA PRETTY 300grs mega long and fine mop

Extra-large mop head with fine cotton fibers for easy, effective cleaning.



300 g

Made in Spain



24



Ref. 930191



-7%

COTTON SWIPE microfiber & cotton mop

High-performance microfiber mop head: effortless cleaning, quick drying, and streak-free results.



170 g

Made in Spain



24



Ref. 930192



ULTRA BRIGHT microfiber mop

High-absorption polyester/polyamide microfiber mop head, durable and antibacterial.



150 g

Made in Spain



24



Ref. 930193



-7%

AQUA SWIPE blue band microfiber mop

Microfiber mop head with anti-scratch corolla strips, suitable for all floor types, made of polyester and polyamide.



160 g

Made in Spain



24



Ref. 930194



-7%

WOODY 125cm handle

Sturdy 100% pine wooden handle, highly pressure-resistant. Compatible with outdoor brooms, deck brushes, scrubbers and squeegees. Stable in all conditions.



Made in Italy



25



Ref. 930110



-5%

-10%

CLEAN EXPERT 40cm flat microfiber mop set + 72cm-123cm telescopic handle

Multi-purpose mop for all floor types, capturing dirt and germs with microfiber. Can be used dry or wet, reducing chemical use. Washable cover, 360° rotating head and telescopic handle. Easy to use and durable.



*Photo prototype

Made in China 10



Ref. 930185



STRONG suction plunger

Natural rubber plunger with 28 cm wooden handle. Effectively unclogs sinks, showers and bathtubs without chemicals.



Made in Sri Lanka 10



Ref. 930131



3+1

DUSTY microfiber duster

Antistatic duster with long handle, featuring soft, washable fibers that attract dust.



Made in Italy



24



Ref. 930196

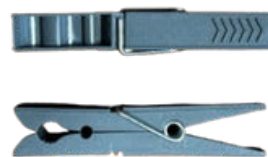


-10%

36+4

STAR 36+4 clothespins

Durable, cost-effective clips made from virgin plastic.



x 40

Made in Poland



21



Ref. 930199



SOFT TECH 20 clothespins

TPR clothespins that protect fabrics without leaving marks, even on delicate textiles. Non-slip grip.



x 20

Made in Poland



24



Ref. 930200



-5%



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**Non contractual pictures*