



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

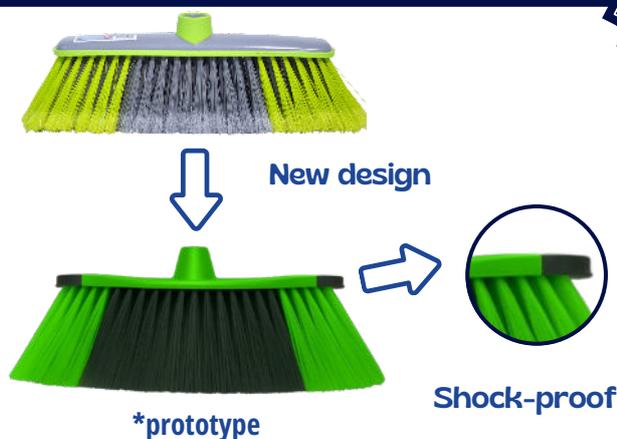
Ref. 930061



-5%

## SOFT TECH Broom

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



Made in Italy



12

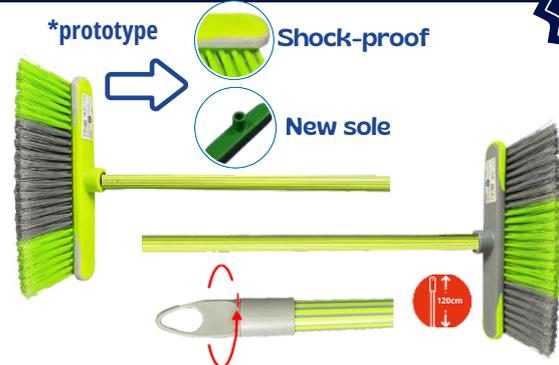
Ref. 930065



**-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



**-10%**

### **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



**-5%**

### **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%**

## **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



## **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



**-7%**

**-7%**

**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



**-5%**

**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



**-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.



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

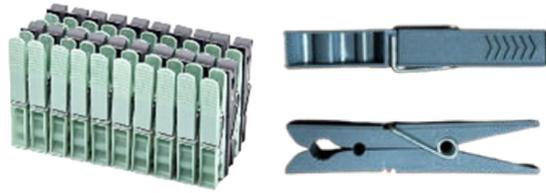


**-10%**

36+4

## STAR 36+4 clothespegs

Durable, cost-effective clips made from virgin plastic.



x 40

Made in Poland



21



Ref. 930199



## SOFT TECH 20 clothespegs

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



x 20

Made in Poland



24



Ref. 930200



-5%

**polhop**  
Make it easy!



**BALMORAL**  
INTERNATIONAL

+33 (0)4 13 95 06 71  
contact@balmoralintl.com  
polhop.net  
Balmoral INTL

136 chemin du Moulin Carron,  
69130 Écully, France

*\*Non contractual pictures*