



pol'hop

BALMORAL  
INTERNATIONAL

# 2026 INNOVATION REVIEW

POL'HOP, the French Touch of Cleaning



# Table of Contents

## I. PRESENTATION

## II. OUR COMMITMENTS

1. Our Commitments
2. At the Heart of Our Factories
3. Our 2026 Objectives
4. Our Latest News

## III. EVOLUTION OF OUR PRODUCT RANGES

1. The SOFT TECH Range
2. The CLEAN EXPERT Range
3. The STAR Range

## IV. POL'HOP CORE RANGE

1. Brooms
2. Floor Cleaning Sets
3. Sponges and Scouring Pads
4. Gloves

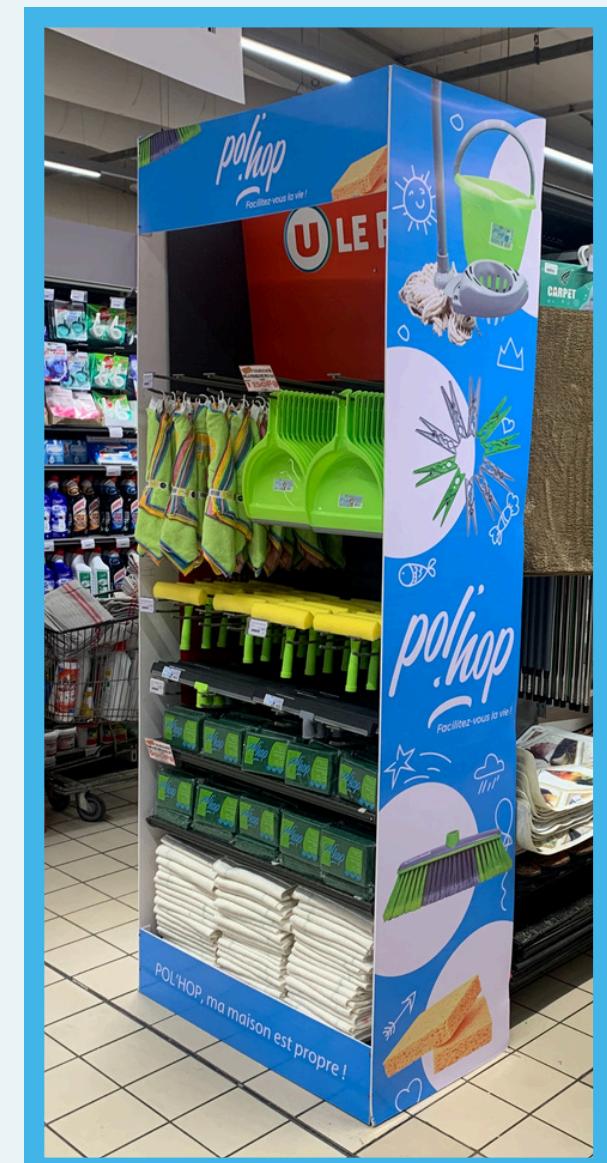
## V. THE BEAUTY RANGE

## VI. A NEW GRAPHIC CHARTER

## VII. OUR VIDEOS



# I. PRESENTATION



pol'hop

2017

# WHERE DO WE STAND?

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

The 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...

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 ?



2020

## BIRTH OF POL'HOP: A 100% INTERNATIONAL VISION

In 2020, our greatest creation comes to life: POL'HOP, a cleaning product brand designed for the world! From day one, export is at the heart of the project. Our network is secure, **no grey market, no surprises for our partners**. Proximity, even 5,000 km away, is our priority!

Brooms, sponges, gloves, clothespins... **Every one of our products is carefully designed, rigorously tested, and dressed in a modern design.**

**POL'HOP is more than just a name: it's a philosophy.**

- Effective products
- Tailored support
- Lasting quality
- Close relationships with our partners
- Affordable prices
- Adaptability to different markets

2021

## FROM PROXIMITY COMES EFFICIENCY

We are also strengthening our partnership with HERITAGE (formerly SWANIA), owner of iconic brands such as Bonux, Vigor, Baranne, Minidoux, O'Cedar...

A **collaboration built on trust and performance**, continuing a shared history and supporting our long-term growth.



2022

## A STRONG DIGITAL STRATEGY

Starting in 2022, we launch our corporate website [www.balmoralintl.com](http://www.balmoralintl.com), followed by the site dedicated to our brand [www.polhop.net](http://www.polhop.net), with support from the ACTI NAGA agency in Lyon.

Our newsletters are revamped to keep you better informed.

Our brand identity begins to take shape to speak with a single voice:

- The voice of efficiency and simplicity.

2023

## CALOGISTICS SHIFT AND STRUCTURING

In August 2023, a logistical turning point takes place: we partner with LE ROY, a modern service provider based near Marseille, offering us 36,000 m<sup>2</sup> of storage and full control over our supply chain.

At the same time, Marc GUYOMARD joins our team to oversee, more specifically, procurement and financial management.

2024

## HEADING TOWARD NEW MARKETS

In 2024, POL'HOP accelerates its international expansion with ambitious prospecting in Israel, Saudi Arabia, and India.

Russian-speaking countries benefit from closer support thanks to the arrival of Ramazan KURAMAGOMEDOV, who takes over sales administration.

He also launches the Russian version of our website [www.polhop.net](http://www.polhop.net) to support this growth.



2024

## PRODUCTION REFOCUSED ON EUROPE

At the same time, we are refocusing our production tools on Europe. We've understood that to be a leader, you have to make bold choices:

- We said yes to European quality,
- No to uncontrolled low-cost production.

Our Turkish partner factory is phased out, and now 95% of our products are manufactured in France, Spain, and Italy, a **guarantee of quality, responsiveness, and transparency**.

Only microfiber cloths (China), coco brooms (Sri Lanka), and gloves (Malaysia) remain produced outside Europe.



2025

## TEAM EXPANSION & MARKETING STRATEGY

In 2025, the team continues to grow to support POL'HOP's expansion.

Ramazan KURAMAGOMEDOV joins the adventure full-time to lead sales administration, **ensuring smoother and more responsive customer service**.

Shortly after, Alexis NOUET joins the team. In charge of prospecting, he actively contributes to **business development** while supporting marketing initiatives.

Continuing this momentum, Benjamin MEUGNOT joins the company as a Marketing and Sales Officer. His mission: **to strengthen brand visibility and promote our products to distributors**. The website has been redesigned, and product videos relaunched on social media.

**In parallel, our field presence is expanding:**

Since 2021, Marc OUEDRAOGO has been our sales representative in Côte d'Ivoire. His local presence ensures **responsive support, smooth communication, and a strong foothold in the market**.

In Cameroon, Christine EPETIT plays a key role. Her knowledge of the field and close ties with local stakeholders ensure **targeted, effective brand development**.



## RAPID GROWTH AND BOLD STRATEGIC CHOICES

**Our strength:** the ability to act fast, innovate, and adapt, with product line launches in just a few months and a presence in over 50 countries, especially in the Middle East, Russia, and Africa, **where we are now a market leader.**

To support our growth, we took the time to shape a strong brand identity, true to the POL'HOP spirit.

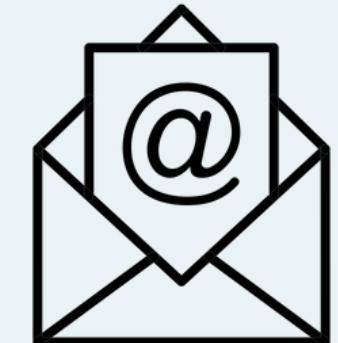
### A strong visual identity:

- A simple, modern, and easily recognizable logo.
- Bright, dynamic colors: bright green for freshness and visibility, **silver grey** for elegance.



### An active digital presence:

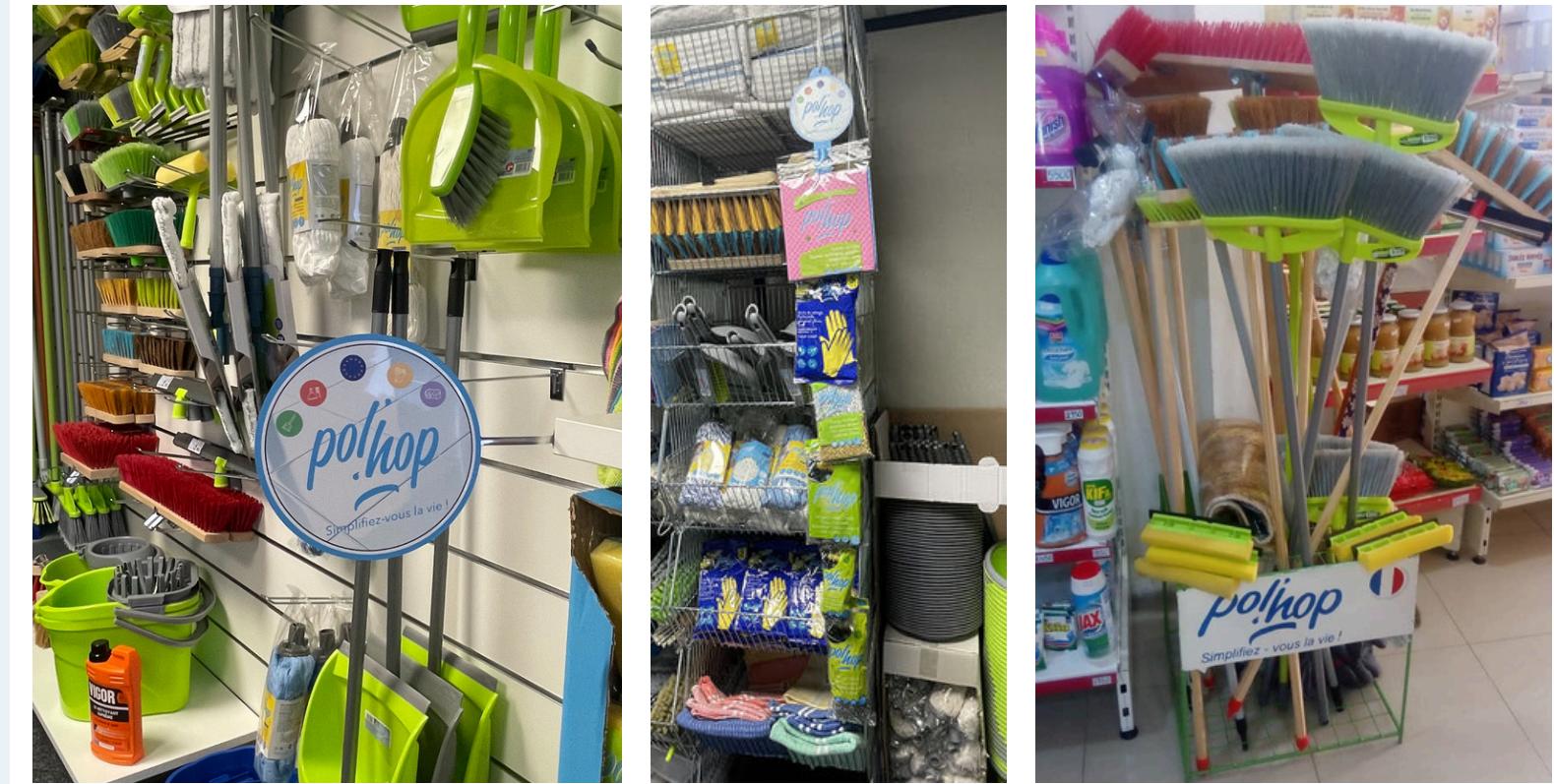
- A **trilingual website** (French, English, Russian) — soon to be quadrilingual with Arabic — regularly updated.
- A **monthly newsletter** to keep up with our latest developments.
- **Product videos** published in multiple languages on LinkedIn, Instagram, TikTok, and Facebook.



# RAPID GROWTH AND STRONG STRATEGIC CHOICES

## Customized marketing tools:

- **Product catalogs** adaptable to customer needs.
- **POS supports** reflecting POL'HOP's image: ties, shelf stoppers, sleeve protectors, edge strips, etc.



New markets are opening up. New ranges are being invented.

And one thing remains unchanged:

POL'HOP is not just a brand. It is a partner.

For distributors. For consumers. For those who want more simplicity in a complex world.

Our goal is clear:

- To become **THE** global benchmark in household products.
- Without losing our DNA:** human, agile, demanding.

**pol'hop**  
*Make it easy!*

♥ **POL'HOP, MAKE IT EASY. AND TRANSFORM THE WORLD OF CLEANING WITH US!**

# III. OUR COMMITMENTS

2020

# OUR COMMITMENTS



## MANUFACTURED IN EUROPE

Created in France, manufactured in Europe! More than 95% of our products are designed and produced in our factories located in France, Spain, and Italy.



## CREATING VALUE

Easy to use, innovative, and durable: our products combine efficiency and performance, both in regular and promotional ranges. The result? Sales and profit growth guaranteed for your department!



## TAKE OFF!

Thanks to an active presence on social media, POL'HOP has established itself as a recognized brand while proudly asserting its truly international identity. Visibility, brand awareness, and global ambition—all working to boost your department's performance!

# 1. WHERE DO WE STAND?

- 📍 **BALMORAL INTL:** Presence in 50 countries, with a strong foothold in Africa, the Indian Ocean, the Pacific, and the Caribbean. We are consolidating our position in Russia and opening new markets in Saudi Arabia, Israel, Kazakhstan, and soon India in 2026!
- ⚡ Reinforcement of our teams in customer service, supply chain, marketing, and logistics (over 36,000 m<sup>2</sup> in Courthézon, near the port of Marseille-FOS).
- 💼 100% of our revenue comes from international markets, despite geopolitical tensions. Positive and improving results, driven by our innovations and expansion.
- 💡 With POL'HOP, ensure continuous growth in your sales and margins within the household cleaning category!





# 1. WHERE DO WE STAND?

10

COMMITMENTS

## 1. Guaranteed Quality

Products and services compliant with European standards for optimal reliability.

## 2. Fast and Efficient Delivery

Pro forma issued within 48 hours with a guaranteed service rate of  $\geq 80\%$ . In case of backorders, enjoy a 2% discount on your next order. Clear communication, no surprises.

## 3. Regulatory Compliance

Controlled export process: documentation, licenses, and full adherence to international standards.

## 4. Comprehensive Sales Support

Technical sheets, product arguments available on [www.polhop.net](http://www.polhop.net), and responsive assistance via email and phone. Carton-level traceability effective since June 2024.

## 5. Total Transparency

Price changes, lead times, conditions—you're kept fully informed at every stage.



BALMORAL  
INTERNATIONAL

pol'hop

BALMORAL INT'L X POL'HOP:

More than just a supplier, a long-term partner for your international success.

# 1. WHERE DO WE STAND?



## 6. Guaranteed Confidentiality

Your data and communications remain strictly confidential.

## 7. Ethical Commitment

Respect for human rights, the environment, and responsible business practices.

## 8. Integrated Risk Management

Insurance solutions, secured contracts, and anticipation of unforeseen international challenges.

## 9. International adaptability

We grow alongside you, evolving with market conditions and regulations.

## 10. Excellence, Together

Accessible, committed, and ambitious – we support you in driving your growth.

## 2. AT THE HEART OF OUR FACTORIES



At BALMORAL INTL, 100% of our activity is export-oriented. Our factories, located in France, Spain, and Italy, are designed to deliver flawless quality while maintaining the flexibility needed to meet the diverse requirements of international markets.

- Head Office: Écully (Lyon)
- Warehouse: 36,000 m<sup>2</sup> in Courthézon, near the Fos-Marseille port, ensuring smooth and responsive logistics.
- ✓ Quality, flexibility, and logistical proximity: European infrastructure dedicated to enhancing your international performance.

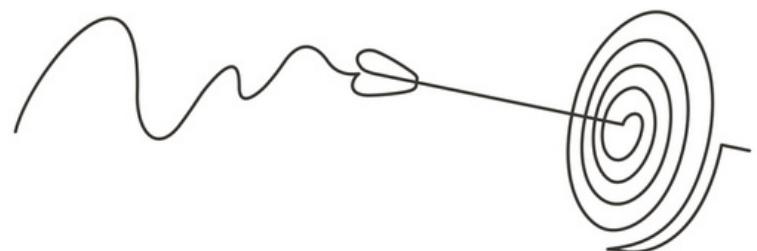
polihop



## 3. OUR OBJECTIVES

### MISSION

To offer high-quality products, manufactured in Europe, at affordable prices, and to continue innovating and believing in a better future for consumers.



### VISION

To care for people and their belongings through more authentic and sustainable consumption, and to support those in need with concrete CSR initiatives.



# 4. OUR LATEST NEWS

## CONSUMER EXPECTATIONS

Natural  
Multi-use Multi-use  
Responsibility  
Savings Waterless  
Zero waste  
Plastic free

**Ease of Product Use**



**Innovation**



**Sustainability**



### III. EVOLUTION OF OUR PRODUCT RANGES

*polishop*



# 1. THE SOFT TECH RANGE

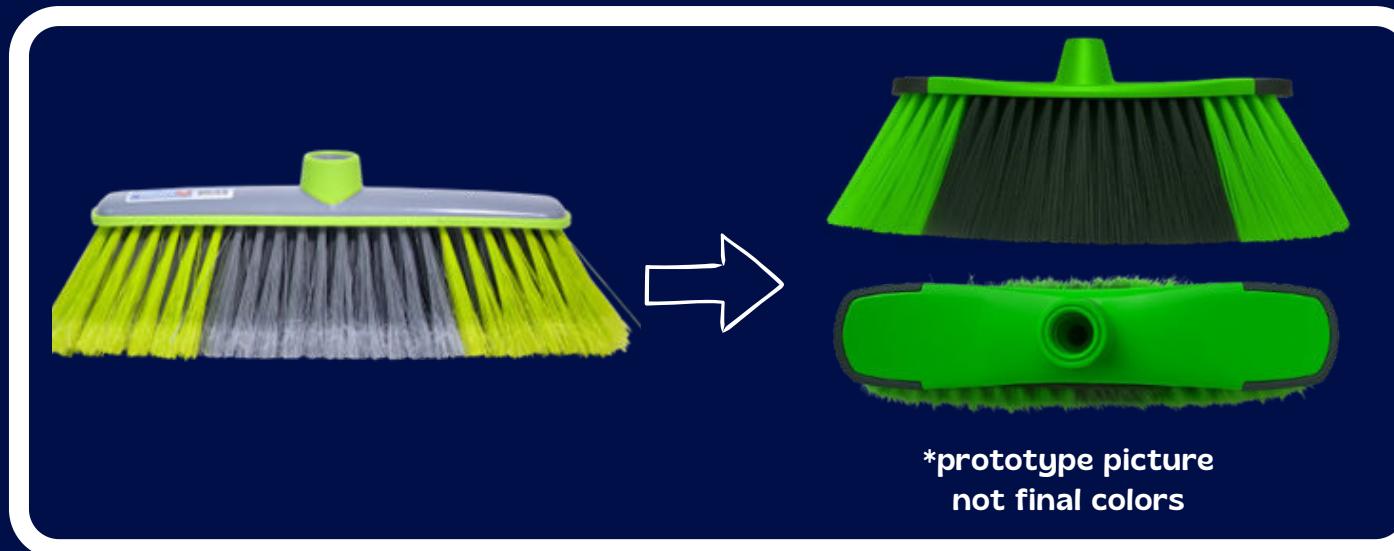
The SOFT TECH range represents the technological evolution of POL'HOP products. Designed to combine performance, comfort, and durability, it stands out thanks to its TPR shockproof edges, ensuring both quality and ease of use.

Brooms, dustpans & brushes, scrub brushes... each product delivers effective, ergonomic, and reliable cleaning, meeting the expectations of both professionals and demanding consumers.

In 2026, the SOFT TECH range is expanding with new references, strengthening the POL'HOP offering and providing even more comprehensive solutions for everyday cleaning needs.

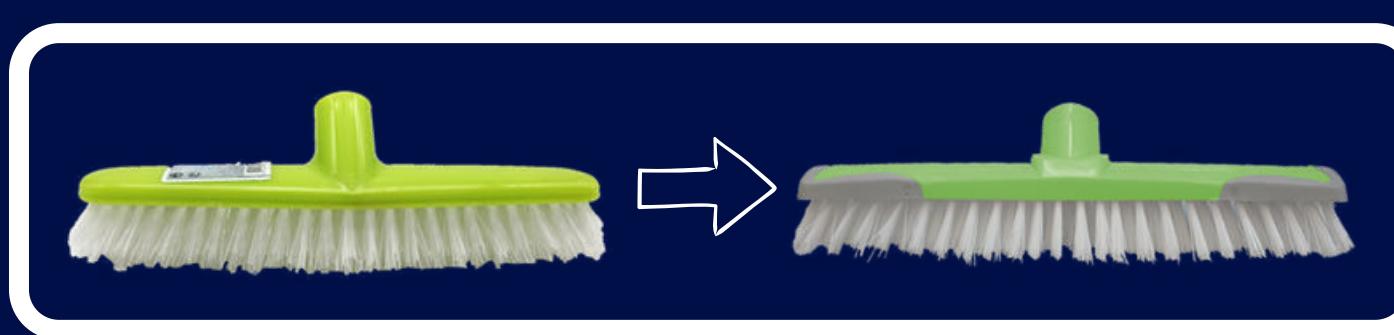
# 1. THE SOFT TECH RANGE

polhop



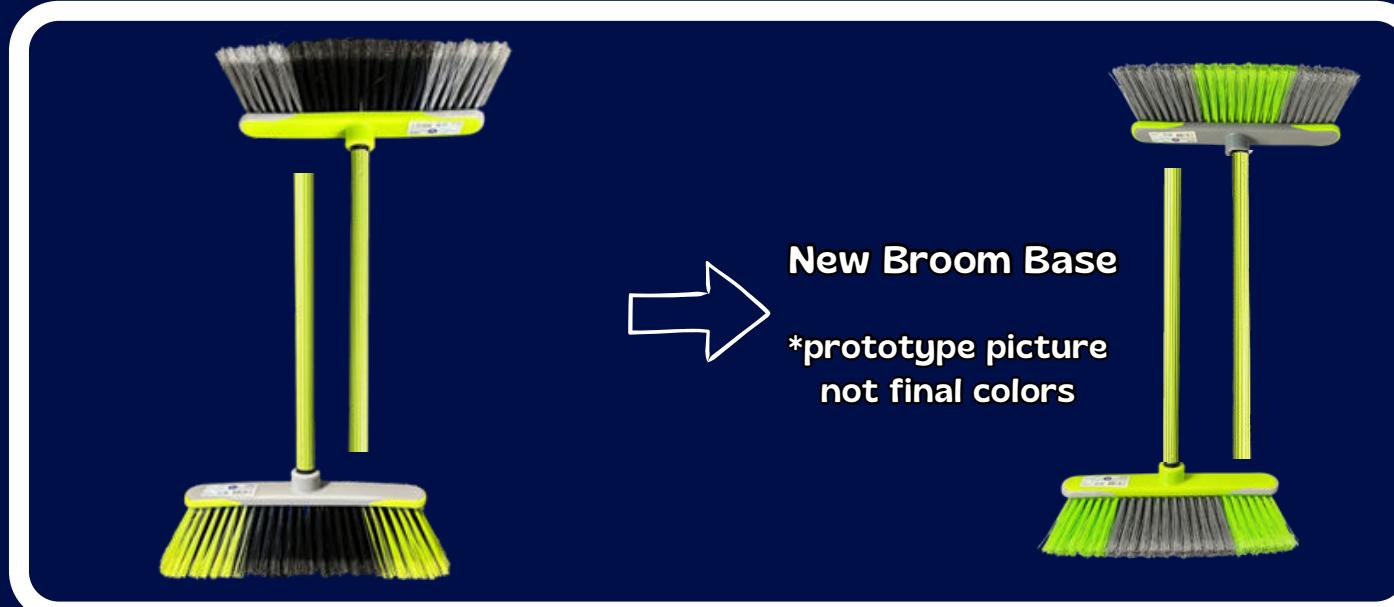
## **SOFT TECH Shockproof Broom**

**2026 Innovation:** The TPR shockproof edge has been reinforced. It now extends above the broom base to provide even greater protection for walls and furniture. The broom also features a new, softer design for improved comfort and aesthetics.



## **SOFT TECH Scrub Brush**

**2026 Innovation:** The scrub brush now features a dual-material design. The TPR component absorbs impacts, providing enhanced protection for walls and furniture.

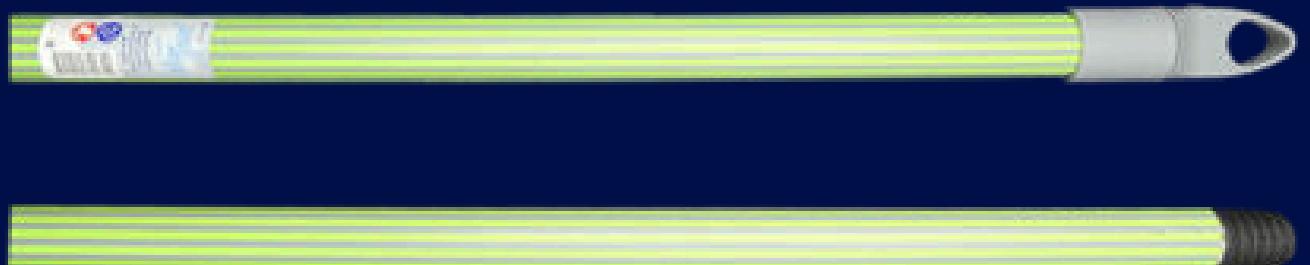


## **SOFT TECH Broom + Handle**

**2026 Innovation:** A new broom base fully surrounded by TPR, offering even greater protection for walls and furniture, while ensuring durability and user comfort.

# 1. THE SOFT TECH RANGE

polihop



## **SOFT TECH reinforced handle - two-tone green & grey, 130 cm**

**2026 Innovation:** The CONCORDE handle joins the SOFT TECH range.



## **SOFT TECH Toilet Brush + Holder**

**2026 Innovation:** A more modern design with two colors; the holder features a TPR base to prevent tipping. Easy to clean.



## **SOFT TECH Dustpan with Flexible Edge, Attachable to Handle**

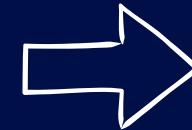
**2026 Innovation:** A larger dustpan with a new design that helps retain more dust inside.

# 1. THE **SOFT TECH** RANGE

polhop

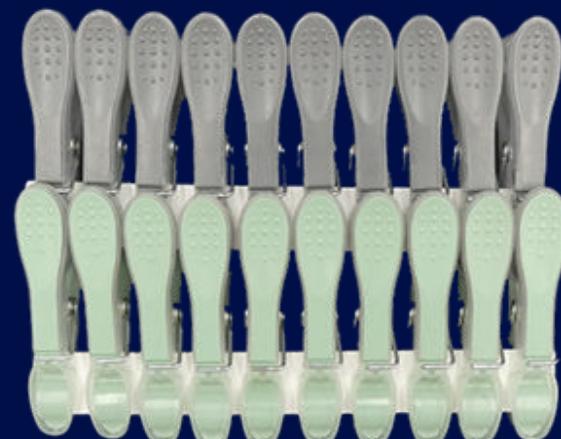
## THE SOFT TECH PRODUCTS:

**CONCORDE** Clip-On  
Dustpan + Brush Set



### **SOFT TECH** Clip-On Dustpan + Brush Set

**2026 Innovation:** A larger dustpan with a new design that keeps more dust inside. The brush is now easier to clip onto the dustpan for improved convenience.



\*prototype picture  
not final colors



### **SOFT TECH** Clothespins (Set of 20)

**2026 Innovation:** TPR-coated clothespins that are gentle on fabrics and leave no marks, even on delicate textiles. The pins are non-slip, with TPR applied both inside and outside for optimal grip and protection.



## 1. THE **CLEAN EXPERT** RANGE



Designed to meet the needs of both demanding consumers and cleaning professionals, the **CLEAN EXPERT** range offers a complete solution of multi-purpose brooms that combine efficiency, practicality, and durability.

Each product is carefully engineered to ensure optimal cleaning on all surfaces, using high-quality materials and an ergonomic design that makes daily use effortless. Lightweight, easy to handle, and resistant, **CLEAN EXPERT** brooms are perfectly suited for both domestic environments and high-traffic professional spaces.

With **CLEAN EXPERT**, POL'HOP brings its expertise to cleanliness, combining performance, durability, and user comfort.





# 1. THE CLEAN EXPERT RANGE



\*prototype picture

## **CLEAN EXPERT Multi-Purpose Broom 40 cm, Microfiber Cover, Telescopic Handle 72-123 cm**

**2026 Innovation:** A thicker base plate for improved floor contact. This product now adopts the POL'HOP color scheme for greater brand consistency across the range.



## **FOR CLEAN EXPERT Scrubbing Microfiber Replacement Cover**

**2026 Innovation:** A dual-fiber cover combining polyester and polyamide, allowing use both dry and wet. Features a nylon lining for enhanced hygiene.

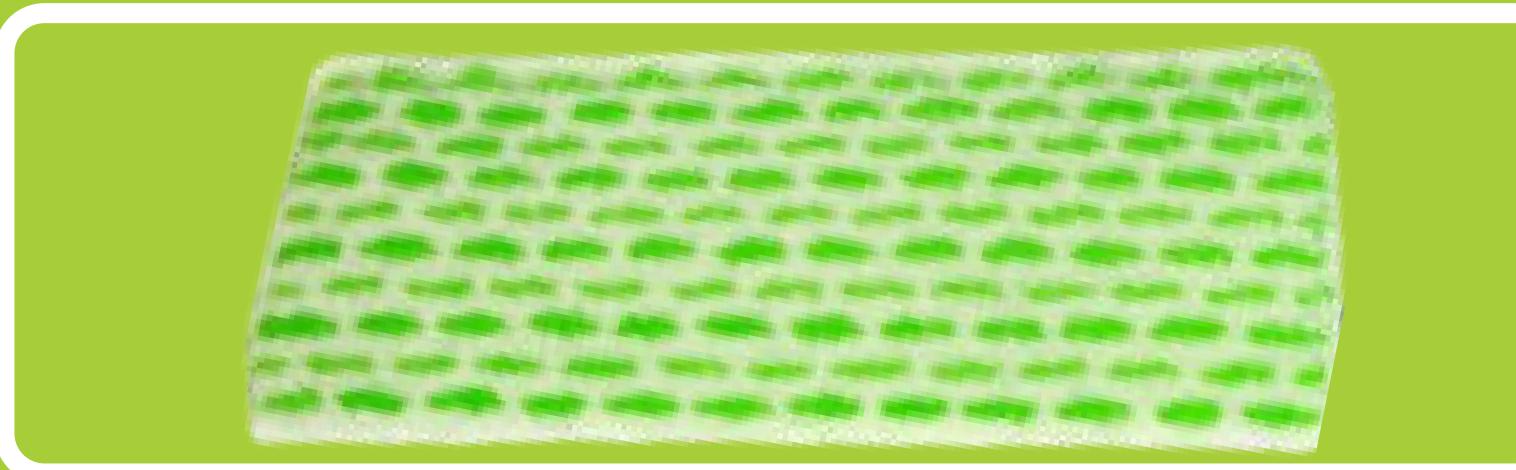


# 1. THE **CLEAN EXPERT** RANGE



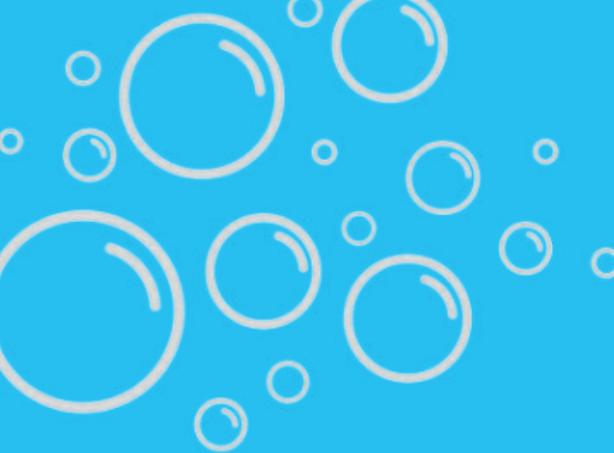
**CLEAN EXPERT Multi-Purpose Broom XX cm, Microfiber Cover with Hands-Free Wringing, Telescopic Handle XX-XXX cm**

**2026 Innovation:** This dual-use system can be used dry or wet. The “butterfly” mechanism allows wringing without any hand contact, ensuring comfort and hygiene during use.



**FOR CLEAN EXPERT Scrubbing Microfiber Replacement Cover**

**2026 Innovation:** Very easy to attach replacement cover. Machine washable for convenient maintenance.



## 3. THE STAR RANGE

Since its creation, the STAR range has established itself as a benchmark in anti-inflation cleaning products, offering an excellent quality-to-price ratio.

For 2026, the STAR range is expanding with new references, strengthening its offering and meeting the needs of a market where performance and affordability are key. Brooms, mop heads, sponges, brushes—each product maintains the durability, practicality, and reliability that have built the range's reputation.

With this expansion, we enable everyone to enjoy effective cleaning without compromising on budget, while broadening the available solutions for our clients and partners.



### 3. THE STAR RANGE



#### **STAR Broom**

**2026 Innovation:** The ARIANE broom is now part of the STAR range.



#### **STAR Scrub Brush with Ergonomic Shape**

**2026 Innovation:** The MOUSE brush is now part of the STAR range.



#### **STAR Sponge Cloths (Set of 3)**

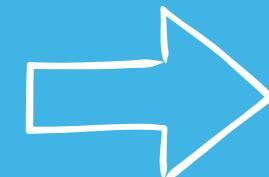
**2026 Innovation:** The JOY sponge cloths join the STAR range with a new 19x15 cm format, making them even easier to handle, and featuring bright new colors!

## 3. THE STAR RANGE



### **STAR Clip-On Dustpan + Brush Set**

**2026 Innovation:** A larger dustpan for even faster and more efficient cleaning!



\*prototype picture  
not final colors

STAR Clothespins (Set of 24)

### **STAR Clothespins (Set of 36 + 4)**

**2026 Innovation:** Super-economical pack with 40 clothespins, including 4 free. Features a new rounded-tip design for improved comfort and grip.

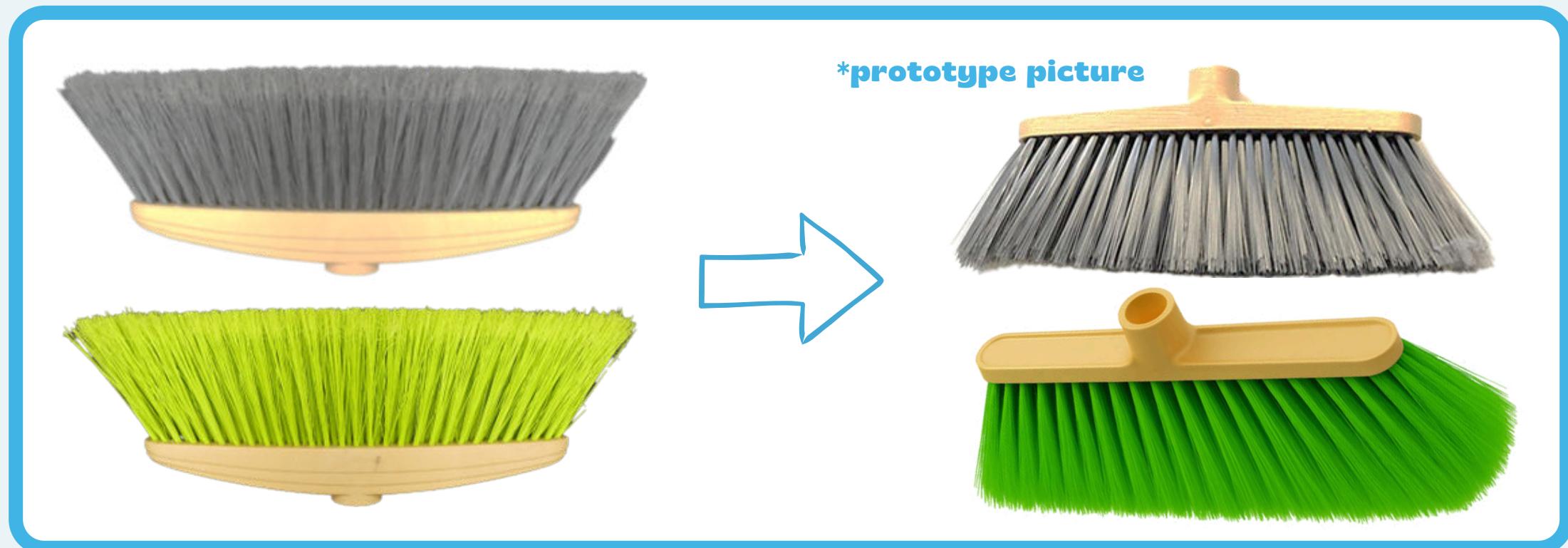
# **IV. POL'HOP CORE RANGE**

polishop



# 1. BROOMS

## INDOOR BROOMS:



\*prototype picture

### COLUMBIA Broom

**2026 Innovation:** A new injection mold brings back to life this iconic broom—a true classic reborn!



# 1. BROOMS

## INDOOR BROOMS + HANDLES:



### OLA Broom + Handle

**2026 Innovation:** A stylish broom with a unique wave-shaped design. The innovative fiber placement is a true technical challenge—their angled positioning ensures efficient cleaning, even in corners.





# 1. BROOMS

pol'hop

## INDOOR BROOMS + HANDLES:



### **NICKEL CHROME Broom + Handle**

**2026 Innovation:** POL'HOP-colored fibers bring more originality, energy, and shelf visibility.



### **SUPER Long-Fiber Broom + Handle**

**2026 Innovation:** A stylish new broom base design allows this broom to be used both as a broom and as a hand brush, combining versatility and modern aesthetics.





polhop

# 1. BROOMS

## OUTDOOR BROOMS + HANDLES:



### **GARDEN** Outdoor Broom + Handle

**2026 Innovation:** An original broom base featuring an angled socket designed to hold a highly durable handle.



## 2. FLOOR CLEANING SETS

polhop



### PERFECT Floor Cleaning Set - 13L

**2026 Innovation:** The bucket capacity increases from 10L to 13L, and the wringer system is now easier to clip on and remove, ensuring greater convenience and efficiency.

13 liters for the  
price of 10!

## **3. SPONGES AND SCOURING PADS**

polihop



## JOY Sponge Cloths (Set of 5)

**2026 Innovation:** A new packaging design highlighting the sponge's exceptional absorbency (up to 20 times its weight). Includes five exclusive, assorted colors in one pack!

# 4. GLOVES

polihop

# New Packaging



## PRODUCT PLUS:

## **Non-slip and anti-perspiration gloves, for protected and soft hands.**

## 2026 Innovation:

The PROTECT household gloves now adopt the brand's signature colors, shifting from **dark blue** to **green**. This change enhances the visual consistency of our range and improves shelf visibility.

Beyond this visual update, our gloves now include all required markings and standards, ensuring full compliance with European regulations.

This evolution combines modernity and transparency, strengthening trust among our clients and partners.



## V. THE **BEAUTY** RANGE



**POL'HOP** expands its offering with the new **BEAUTY** range, dedicated to skincare and personal hygiene. This line brings together products designed to combine gentleness, effectiveness, and comfort, suitable for all skin types and needs.

Each item is crafted to provide a pleasant sensory experience while respecting the skin's natural sensitivity. The carefully selected materials ensure quality, durability, and safety, meeting the highest standards.

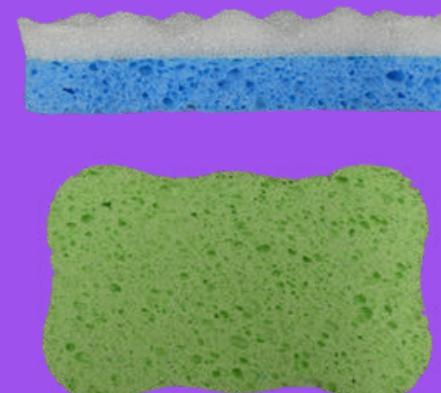
With **BEAUTY**, **POL'HOP** introduces a complete range for an effective and comfortable care routine, where well-being and quality come together in every use.

## V. THE BEAUTY RANGE



### **FLOWER** Shower Sponge

A generously sized shower flower with “petal” design that lathers gel or soap richly while gently exfoliating the skin.



### **NATURAL SPA** Exfoliating Sponge

100% cellulose sponge with an exfoliating side, designed for gentle and effective skin cleansing.



### **NATURAL FORM** Ergonomic Sponge

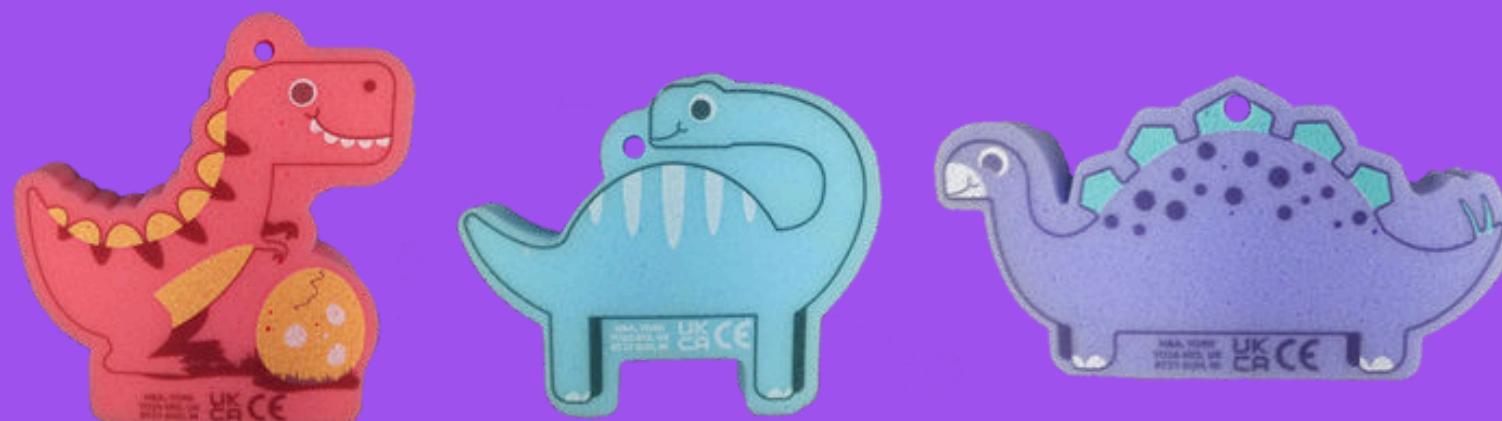
100% cellulose ergonomic sponge, hypoallergenic and ultra-soft, ideal for gentle cleansing of the entire body.

# V. THE BEAUTY RANGE



## MAKE UP Sponge (Set of 2)

Two 100% cellulose makeup remover sponges, hypoallergenic, designed for deep yet gentle cleansing that respects the skin.



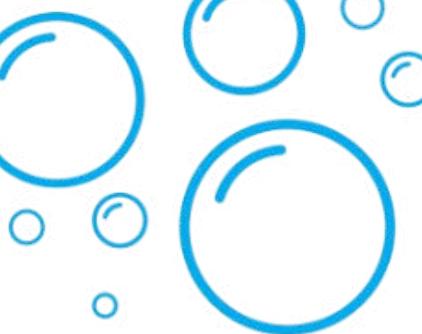
## DINO KIDS Bath Sponge

Fun, child-friendly sponges, ergonomic and microfiber-free, featuring lightly scrubbing colored areas. Turn bath time into playtime!



## PEELING Glove

Professional exfoliating glove for an at-home Hammam-style treatment, leaving the skin refined and radiant.



## VI. OUR PRODUCT LABELS



**POL'HOP is modernizing the presentation of its products with new labels designed in line with its graphic charter, aimed at reinforcing the visual consistency across all its ranges.**

**More readable, more aesthetic, and more impactful, these labels offer greater shelf visibility while making product segmentation easier through a color code specific to each range. This clear organization allows for immediate identification and enhances the brand's image.**

**Combining design, clarity, and functionality, these new labels reflect POL'HOP's commitment to offering a smoother, more modern, and instantly recognizable product experience.**



# VI. OUR PRODUCT LABELS

The New Graphic Charter for Our Labels:

NAME	CLEAN EXPERT	NAME	STAR	FUNNY	SOFT TECH
					

# VI. OUR PRODUCT LABELS



A Few Concrete Examples of the Evolution:



\*prototype picture



## POL'HOP Main Range Labels

**2026 Evolution:** New colors to maximize shelf visibility and a reorganized label layout to improve readability.



## CLEAN EXPERT Labels

**2026 Evolution:** Label reorganization, with new typography and text colors to enhance readability and shelf visibility.

# VI. OUR PRODUCT LABELS



A Few Concrete Examples of the Evolution:



\*prototype picture



## STAR Labels

**2026 Evolution:** Label reorganization to improve readability.



\*prototype picture



## FUNNY Labels

**2026 Evolution:** New colors to match the FUNNY range's playful style, greatly improving shelf visibility, along with a reorganized label layout for better readability.



\*prototype picture



## SOFT TECH Labels

**2026 Evolution:** New colors and typography highlighting the "technical" character of the SOFT TECH range, while enhancing label readability.

## VII. OUR VIDEOS

### INSTRUCTIONAL, SATISFYING, HUMOROUS

#### 🎥 Our Products Come to Life on Video!

For several months, our Marketing team has been creating impactful video content: instructional demonstrations, satisfying formats, and humorous clips , all designed to capture attention while showcasing the strengths of our products.

📲 Specifically designed for social media, these videos aim to inform, attract, and engage. Feel free to use them on your own channels to boost your visibility!

👉 Just scan the QR code to access all our ready-to-share content!



SCAN ME !

# IMPACTFUL SHELVES AND END DISPLAYS!



poli hop

# 2026: BEING EVEN CLOSER TO YOU

pol'hop

🔥 Our 10 Commitments – Real and Concrete!  
They reflect our passion for product quality and  
flawless service.

📲 Our strong social media presence boosts your  
visibility and attracts even more customers to your  
household cleaning aisles.

With over 95% of our production in Europe, we  
guarantee durable products made from pure, premium-  
quality materials.

🌐 Our specialty? Being 100% international, ensuring  
attentive listening and unfailing responsiveness.  
With POL'HOP, make life easier and achieve great  
things together!

🚀 Heading into 2026 with Product Ranges That Make a  
Difference!

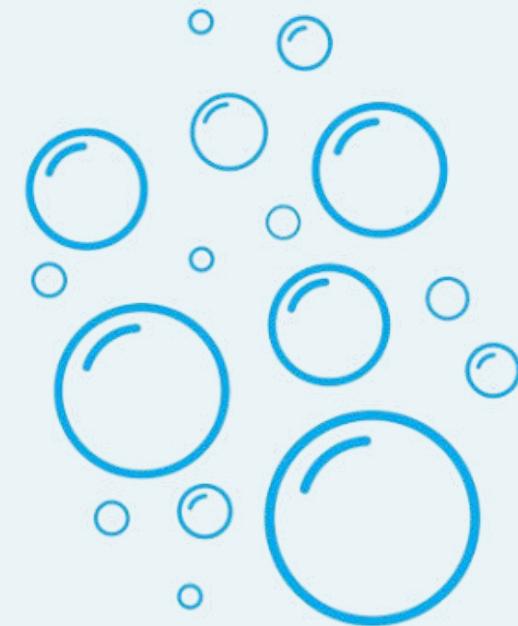
✓ Our STAR Range: Affordable yet high-quality  
products designed to meet the needs of the widest  
audience.

🧽 Our Cleaning Sets: Efficient, hands-free cleaning  
solutions for greater hygiene and convenience.

💄 Coming Soon – The BEAUTY Range: High value-added  
products designed to boost your margins.

💡 Concrete solutions tailored to your needs and those  
of your customers.

With POL'HOP, innovation never stops!



baie dankie  
dziękuje tänan **thank** tack så mycket  
gràcies **thank** you merci  
dank u شکرا **thank** you merci  
obrigada ありがとう **thank** you merci  
molte grazie **thank** you merci  
dakujem vám **thank** you merci  
obrigado gracias **thank** you merci  
obrigado teşekkür **thank** you merci  
ederim ederim **thank** you merci

*polhop*  
Simplifiez-vous la vie !

