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PRESS RELEASE

SPG refocuses on its historic core business: seeds

Avignon, November 5 2026. SPG (Société de Production Grainière), a subsidiary of the SBM Company group since 2021, is evolving its strategy to refocus on its historic core business: seeds. With more than 30 years of expertise, iconic brands and in-depth knowledge of distribution networks, SPG aims to accelerate the modernization of its product ranges, strengthen its commercial positioning and continue developing its offering to meet the evolving expectations of consumers and its retail partners.

Building on long-standing expertise and well-established brands

Seeds are at the heart of SPG's heritage and DNA. The company builds on a portfolio of well-established, complementary brands, each tailored to the specific characteristics of its respective distribution channel:

- **Caillard**, SPG's flagship brand, with a long-standing presence in specialist retail channels: garden centers, agricultural supply stores and DIY stores.
- **Le Paysan**, a brand dedicated to the food retail channel (GSA).
- **La Semeuse**, a cross-channel brand available across both specialist and mass-market food retail channels.

These brands embody recognized expertise in seeds, strong market knowledge and long-standing relationships with both gardeners and retailers.

Modernizing and expanding the seed offering to meet evolving market needs

As part of this strategic refocusing, SPG is entering a new phase in the development of its seed business, centered on modernizing its product ranges, strengthening its brands and driving commercial innovation.

Several product ranges will be repositioned and harmonized, including Caillard's Beans, Peas and Broad Beans segment, as well as an innovative merchandising approach for Le Paysan inspired by the traditional fresh produce market concept, to improve clarity, appeal and visibility at the point of sale.

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Making lawn care a new driver of growth and market expansion

With **BHS,** a brand recognized for its expertise and the professional quality of its seeds, SPG has strong ambitions for the lawn seed market: making professional quality accessible to as many consumers as possible.

Building on its expertise and high product quality standards, SPG aims to accelerate its growth in the consumer market with a high-performing, accessible and competitive offering capable of competing with the market's leading brands.

This ambition will be supported by an assertive commercial strategy combining attractive pricing, an offering tailored to consumer needs and a stronger presence across retail channels.

The objective is clear: to establish BHS as a leading lawn seed brand, combining professional quality, accessibility and competitiveness.

SBM Life Science France to take over the distribution of Biogents and Piketik from January 1, 2027

At the same time, as part of a broader effort to harmonize the distribution model across Europe, the **Biogents** range and **Piketik** will be distributed in France by the SBM Life Science France sales teams from January 1, 2027.

This change will cover around 20 Biogents products, including traps, refills and accessories, as well as Piketik, a naturally derived mosquito repellent spray for the face and body.

These ranges will complement the mosquito control solutions already distributed by SBM Life Science France through **Thermacell**, enabling the company to offer retailers three complementary solutions for mosquito protection. This will further strengthen SBM Life Science France's expertise in this market, notably with Biogents, a leading brand in insecticide-free mosquito traps.

In this key strategic area of mosquito protection, the new organization will also provide customers with a single sales contact, while supporting the development of joint initiatives and activations across the different solutions.
The new distribution model will cover all key retail channels currently served, including agricultural supply stores, garden centers, DIY stores and e-commerce, as well as selected specialist channels, particularly pool specialists and home equipment retailers. The teams are already working closely together to ensure business continuity and prepare for the transition.

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SPG

SPG brings gardens to life. A specialist in vegetable and flower seeds, as well as ground cover solutions, SPG draws on a heritage dating back to 1680, when it supplied seeds to the gardens of the Palace of Versailles. Today, SPG supports home gardeners in creating and enhancing their outdoor living spaces.
Stay connected : LinkedIn.

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