

## KWIZDA AGRO & SBM LIFE SCIENCE ENTER INTO A STRATEGIC PARTNERSHIP IN THE HOME & GARDEN AREA IN AUSTRIA



**In the future, Kwizda Agro will distribute both product ranges as a single source – customers benefit from a comprehensive range with first-class advice and support.**

Vienna, October 10, 2018 – **The family companies Kwizda Agro and SBM Life Science will add a strategic partnership in the home and garden sector to their cooperation in the agrochemical field: as of January 1st 2019, Kwizda Agro will receive the rights to the exclusive distribution of SBM products (including former Bayer Garden products), making it one of the top 3 in this segment. SBM Life Science is nominally retained in Austria for the approval of plant protection products / biocides. With the expansion of the product portfolio, Kwizda Agro will also increase their sales organization and advisory service team. The Austrian family owned company will thus improve their competences in customer support and service.**

“Kwizda Agro and SBM Life Science have agreed on a long-term content-related and strategic partnership. Both companies are owner-managed family businesses and share the same values of a sustainable business as such,” says Ronald Hamedl, explaining the reasons for the collaboration. “The product portfolios of our two companies complement each other perfectly. We can now offer our customers a comprehensive range of organic and traditional products,” emphasizes Hamedl. As part of the partnership, a joint brand presence is to be created in the medium term. In the garden product sector there will be PROTECT GARDEN and the organic range SOLABIOL and in the household products sector PROTECT HOME and the organic line NATURID. The two companies’ products will be combined under these brands in the future.

“We have found the best solution for everyone involved, which most of all will benefit our customers. The product lines are clearly distinguishable to consumers according to application areas as well as active ingredient preferences. SBM will also bring well-known product brands – such as LIZETAN insecticides and LOREDO weedkiller for lawns – into the joint portfolio,” emphasizes SBM Life Science Managing Director Alexandre Simmler. “Supported by a strong sales network and an excellent advisory service quality, we offer our customers an extensive product portfolio and are therefore a reliable partner in the Austrian market in the sectors of plant protection, plant care and biocides.”

### **Extension of the range of organic products**

Over the course of the partnership, the SOLABIOL brand will be significantly enlarged in the coming years in Austria through expansion with products from Kwizda Agro and biological formulations, which are in the pipeline at SBM Life Science. In addition, Kwizda Agro brings in a strong organic line and the SBM ready-to-use expertise. Both companies plan to increase the common range of natural products and active ingredients in the coming years.

