

SBM LIFE SCIENCE TAKES OVER THE DISTRIBUTION OF LE DÉTAUPEUR® RANGE



The French company Far Ouest, designer and manufacturer of Le Détaupeur® range, has entrusted SBM Life Science with the distribution of the range as of 1 July 2020, in all specialist outlets in France, except for the InVivo Retail group's brands.

Le Détaupeur®, the leading product in the anti-tamper market, has been sold on the French market for over 20 years and is recognized by all consumers for its effectiveness. With a 74% market share (Source GfK – CAM at the end of December 2019 – Specialised Circuits), it is today an essential product in the pest control market.

The resumption of the distribution of Le Détaupeur® fits perfectly into the development strategy of SBM Life Science, a recognized player in the pest control market, thus enabling it to offer consumers a complete range alongside the Caussade® brand for rodenticides, Thermacell® for mosquito control and

Protect Expert® for home protection.

"Thanks to our sales force and our expertise in the pest control market, we will continue to develop Le Détaupeur® range, which already enjoys an excellent reputation in France, thanks to the work of the Neodis teams. We are also working on international deployment" said Alexandre Simmler, CEO of SBM Life Science Global.

"We have full confidence in SBM to ensure the continuity of the work done so far by NEODIS and to contribute to the development of our product." said Christophe Milon, CEO of Far Ouest.

Neodis will retain distribution in the InVivo Retail group brands (GammVert, Jardiland and Nalods) until 1 July 2021.