



## SBM LIFE SCIENCE EXTENDS THE DISTRIBUTION OF BIOGENTS' SOLUTIONS TO ALL OF EUROPE

---



# Biogents

**France, November 22, 2021 – SBM Life Science, one of the global leaders in the Home and Garden sector, and Biogents, an innovative company on the forefront of mosquito-control research, have signed an exclusive retail sales agreement covering all of Europe.**

SBM Life Science's ambition is to ease the daily life of consumers, experts, and neo-gardeners by offering tested, trusted, and eco-responsible solutions for their plants, gardens, and living spaces. With the

invasion of mosquitoes increasing due to climate change, SBM's offering will now include Biogents' highly effective, environmentally friendly anti-mosquito traps that safeguard biodiversity while protecting humans from disease.

Starting January 1, 2022, SBM Life Science will distribute Biogents' products in the European retail market and on digital platforms, enriching SBM's portfolio for its customers. SPG will continue to manage the distribution of Biogents' solutions in France.

The range of anti-mosquito products are insecticide-free and mimic human odour with a patented lure. As a result, they are naturally effective against tiger mosquitoes and have proven effective indoors and outdoors.

Biogents' exclusive, eco-friendly mosquito control products have been distributed in specialized stores in France by SPG, part of SBM Company since August 2021. They are now expanding their distribution in Europe via SBM Life Science's usual distribution channels, such as DIY stores, garden centers and general food stores, and consumer marketplaces and websites such as Amazon, excluding Biogents' own online stores.

Alexandre Simmler, Managing Director of SBM Life Science, said, "Biogents was created in 2002 by two visionaries who wanted to make a positive change in the world. At SBM, we share that same vision and are thrilled to offer Biogents' products to a wider audience in Europe. That includes our retailers, whose market is growing, and our consumers, whose demands are constantly increasing".

Martin Geier, Managing Director of Biogents AG, said, "After working successfully with SPG in the French market over the last few years, we are delighted to continue our relationship and the development of a much larger market throughout the EU with SBM. We believe this cooperation will deliver Biogents' products to a broader customer base faster than would otherwise have been possible".

## **ABOUT SBM LIFE SCIENCE**

SBM Life Science is the Home & Garden subsidiary of SBM Company. With 450 employees over 22 sites around the world, the subsidiary represents €270M in turnover.

SBM Life Science places its expertise at the service of its customers and consumers through innovative and responsible solutions and services for their plants, gardens, and living environments. It offers a complete range of products, including plant protection, plant care, and plant food, and pest control products for the home to meet consumers' primary needs: to Nourish, Beautify, Maintain, and Defend.

SBM Life Science has deployed several major brands in Europe: Protect Home®, Protect Garden®, and Solabiol®, a pioneer in natural products in France since 2001. Other high-performing local brands complete the company's offer in each European country, such as NutriOne® and Thermacell®.

In North America, SBM Life Science Corp. is a key player in innovation in the Lawn and Garden market and stands with leading brands such as BioAdvanced®, Natria® and NutriOne®.

SBM Life Science is part of SBM Company.

For more information, please visit <https://sbm-company.com/>

## **ABOUT Biogents**

For more information, please visit: <https://eu-shop.biogents.com>



Hugo Plan (SBM Life Science), Matthieu Schmidt (SBM Life Science), Martin Geier (Biogents), Alexandre Simmler (SBM Life Science), Andreas Rose (Biogents).

#### **CONTACT PRESSE**

SBM Company

Sophie Blazere Leclerc – Group Communication & CSR Director + 33 7 70 29 73 50 – [sophie.blazere-leclerc@sbm-company.com](mailto:sophie.blazere-leclerc@sbm-company.com)