

SBM LIFE SCIENCE CREATES THE CLUSTER SOUTH REUNITING ITALY & IBERIC ORGANIZATIONS

Écully, January 16, 2023 – To respond at best to the market demands, SBM Life Science has decided to gather the activities of its structures SBM Life Science Italy and SBM Life Science Iberia into a single region named Cluster South.

As of January 1, 2023, SBM Life Science has announced the creation of the Cluster South, grouping together the Italian, Spanish and Portuguese businesses. These 3 countries are key markets for SBM, and this new organization aims to support at best our customers and the consumers market trends.

The new organization will be led by Ferdinando Quarantelli, currently Head of Italy and appointed Head of Cluster South. Claudio Perucchini has been appointed Business Manager Cluster South. Claudio will coordinate all the business activities for IBERIA and Sales activities for Italy. Raul Montoro, former Head of Iberia, has left the company at the end of December 2022.

“We want to thank Raul warmly for having launched the SBM activity in Iberia, and his commitment over the last 6 years at SBM. We are convinced that this new organization will have a positive influence on the dynamics of SBM Life Science especially in these regions where we are looking forward to expand our presence and dynamic in these markets” says Matthieu Schmidt, Head of Europe SBM Life Science.

ABOUT SBM LIFE SCIENCE

Let's grow
— TOMORROW —
together

SBM Life Science responds to everyone's need to reconnect with nature by putting plants at the heart of our lives.

SBM Life Science is the Home & Garden subsidiary of SBM Company, a French group of nearly 1,000 employees in 31 countries worldwide. SBM was created almost 30 years ago, is 100% independent and family-owned, and is present in a unique way in Europe and North America on the amateur and professional market.

SBM offers its customers and consumers innovative and responsible solutions and services for their plants, gardens and living spaces. The company boasts a full range of products for the protection, care and nutrition of plants, seeds, soil, and lawn seeds, as well as pest and mosquito control solutions. Ultimately, SBM meets the needs of consumers: to nourish, beautify, maintain, and defend.

In North America, SBM Life Science is a key player in innovation in the garden market and is positioned alongside flagship brands such as BioAdvanced® and Natria®, one of the leading organic brands.

In 2022, SBM Life Science was awarded the Great Place To Work® certification in Europe, which echoes that obtained in the United States in 2021. In France, as part of the JardinPlus® 2022 Trophies, SBM Life Science was elected Supplier of the Year by purchasing decision-makers from the retail sector.

For more information, please visit lifescience.sbm-company.com

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