

## SBM LIFE SCIENCE: COMPLEMENTARY AND INNOVATIVE RANGES UNVEILED AT THE 2023 GARDEN TRENDS TRADE FAIR

---

*Ecully, March 20, 2023 – SBM Life Science, a major player in the garden and home market in Europe and North America, will be present at the 2023 edition of the JdC, the leading trade show for garden supplies, which will be held from March 28 to 30 at the Parc Chanot in Marseille.*

*This will be the first opportunity for the family-owned company to present its full range of brands on a dedicated stand structured around four key themes (Nourish, Embellish, Maintain, Defend), as well as its product and packaging innovations developed for greater sustainability and to better support its partners and consumers throughout the seasons.*



During JdC 2023, commercial representatives will be able to discover all the ranges and products on offer from SBM Life Science, as well as those of SPG and Or Brun, two companies acquired in 2021, at the dedicated SBM stand located in HALL 2 N°U24.

The highlights of this event will focus on :

- **SBM Life Science** in 2024, SBM will step up the transformation of its packaging in Europe and particularly in France, which are already more **responsible and sustainable**. Each new launch will be evaluated on criteria such as the incorporation of recycled materials, weight optimization, compliance with reusability guidelines, elimination of unnecessary plastic, etc. with the aim of minimizing the company's environmental footprint. In concrete terms, this means the launch, in 2024, of some of the lightest **ready-to-use bottles on the market made of 100% recycled plastic**, new containers for concentrated plant protection products with 30% recycled plastic and a **5% reduction in weight, as well as the widespread use of cardboard boxes made with 95% recycled cardboard**.
- **The launch in France in 2024 of "Juste Dose", a new exclusive dosing system patented by SBM. In concrete terms, SBM** is bringing about an innovation acclaimed by users, making the handling of concentrated products extremely safe and highly intuitive. This innovation limits the risk of contact with the product as much as possible, but also reduces waste and overdosing. A new concept that revolutionizes the use of (ultra)concentrated products and supports the user in obtaining a clean and neat garden in complete safety.
- **The SBM marketing strategy integrating the Or Brun range structured around 4 universes** and embodied by strong brands and materials:
  - Nourish: cultivate your garden with natural solutions: Solabiol.
  - Embellish: maintain a beautiful green and flowering space: Solabiol, BHS, Détaupeur.
  - Maintain: preserve a clean and well-tended garden: Protect Expert.
  - Defend: enjoy a pest-free living space: Protect Expert, Caussade, Thermacell.

Through its innovations, SBM Life Science reinforces the commitment made to implementing a sincere, measurable and impactful CSR approach, and the company's promise "Let's grow tomorrow together", reflecting its ambitions to act together today for future generations.

The following will also be unveiled on the SBM stand:

- **For SPG:** the new identity and positioning of its emblematic brand **CAILLARD**. This will be supported by the presentation of the associated merchandising concept and by two 'product' innovations. This year will also mark the 170th anniversary of the **LE PAYSAN** brand. SPG will present its natural and effective anti-mosquito offer through the **Biogents range**.
- **For LCA:** the presentation of its complete and natural offer proposed by Laboratoire Combe d'Ase (LCA) to take care of men's health with "Made in Provence" solutions distributed under the brand **Florabiol**. In 2023, Laboratoire Combe d'Ase has expanded its health and care products for pets by offering a complete range of natural and biosourced veterinary solutions for dogs and cats through the **Aphicare** and **Vétonut** brands, ranges that will also be presented at the JdC.

Finally, SBM Life Science's participation in the JdC Garden Trends fair will be the opportunity to exchange freely with us around strategic themes with a high business impact, such as upcoming modifications to the EGalim law concerning changes in fertilizer regulation. Indeed, with an eye always on the future, SBM Life Science is keen to anticipate these regulatory changes that will contribute to the evolution of the garden market by developing solutions to best support the sector's players.

*"We are delighted to participate again this year in this year's show, which has become a key event for the profession, where the entire SBM family (Or Brun, SPG, LCA...) meets the world's players in the plants sphere in a friendly setting! I am also pleased to announce that during these 3 days SBM will host the Lyon-based start-up Ceercle on its stand. Ceercle has developed indoor and outdoor composters in terracotta which are remarkably designed, practical and odorless, allowing individuals, even in an urban setting, to have a modular self-fertilizing vegetable garden. At SBM, we also aim to promote ethical and sustainable local innovations."*

**Alexandre Simmler, Managing Director of SBM Life Science**

*"Through the solutions presented at the JdC, the SBM group once again highlights its desire and capacity for innovation, aiming constantly at making the daily lives of consumers and its partners easier by meeting their needs, expectations and environmental concerns."*

**Philippe Sertillange, Managing Director of SBM Life Science France**

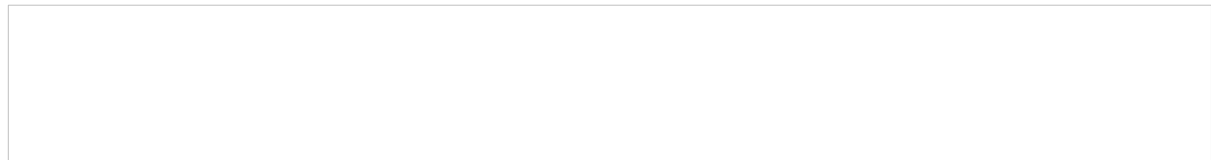
## ABOUT SBM LIFE SCIENCE



**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.



SBM Life Science has deployed several flagship brands in Europe: Protect Home®, Protect Garden® and Solabiol®, a pioneer in natural products in France since 2001. Other successful local brands complete the offer in each European country, such as NutriOne®, Phostrogen® and Stroller®.

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](https://lifescience.sbm-company.com)

## PRESS CONTACT

**Profile PR agency:** Olivia Chabbert / Anna Lesbros  
+33 1 56 26 72 00 – [sbm@agence-profile.com](mailto:sbm@agence-profile.com)

