

## JARDINPLUS® AWARDS SBM LIFE SCIENCE SUPPLIER OF THE YEAR ALEXANDRE SIMMLER MANAGER OF THE YEAR

*Ecully, June 24, 2022 – SBM Life Science received four JardinPlus® Awards, including Supplier of the Year and Manager of the Year, awarded to General Manager Alexandre Simmler.*

Organized every year by leading French magazine *Jardineries*, the JardinPlus® Awards reward the best brands and suppliers in the garden world. For 2022, SBM Life Science France picked up the prestigious Supplier of the Year award, a decision based on innovation, logistics and shelf support, and won **three Gold Trophies** for Best Supplier of Garden Products in the following categories:

- **Fertilizers and bio stimulants**
- **Treatment products and weed killers**
- **Pest control and household insecticides.**

This year marks the second year that SBM has been awarded the Gold Trophy in the “Fertilizers and Bio stimulants” and “Pest Control, Household Insecticides” categories. SPG, which joined SBM in December 2021, received **the Silver Trophy** for Best Supplier **of Flower, Vegetable and Grass Seeds.**

“We are honored to receive these awards, which acknowledge the collaborative work between our field sales, logistics teams and distributors, and all the support functions involved with our day-to-day activities”, says Philippe Sertillange, Country Head of SBM Life Science in France. “Our objective is to continue to work together to provide the best possible support to the distribution sector in response to consumer needs.”

For the second time, Alexandre Simmler, General Manager of SBM Life Science, was awarded Manager of the Year. Involved for 20 years in the family business since its creation in 1994 by his father, Jean-Paul Simmler, Alexandre’s strategy is based on collective intelligence, encouraging boldness and initiative from his teams.

SBM’s culture is centered on an entrepreneurial dynamic rich in innovation and development. The teams are deeply committed to satisfying customers and consumers. This same dynamic is behind SBM’s strengthening and structuring of its CSR positioning, to be outlined at the beginning of next season.

This recognition of SBM from the profession complements that of its employees, as evidenced by the company’s recent Great Place to Work® certification (Europe, after the US last year). 87% of SBM

employees believe that management encourages inclusive behavior and 85% consider that SBM has a strong team and family spirit.

In accepting the Manager of the Year Award, Alexandre Simmler said, "Above all, this award represents the work of an entire team. As we were on day one, we are all committed to supporting our customers and investing in and developing this ever-evolving market."

"Consumer habits and their relationship with plants are changing. I'm firmly convinced that we, along with other players in the sector, have an essential role to play in maintaining the balance between human beings and nature, and we are only at the beginning of this transformation."

"I would like to thank my colleagues who define SBM today: a family business, passionate, agile, responsible, and daring! I would also like to thank our partners for their confidence in us," says Alexandre Simmler.

## ABOUT SBM LIFE SCIENCE

*SBM Life Science offers innovative and responsible solutions and services to its customers and consumers for their plants, gardens, and living environments. Its range of products includes plant protection, soil and lawn seeds, plant food, and pest and mosquito control products to meet consumers' needs: to Nourish, Beautify, Maintain, and Defend.*

*SBM Life Science has several flagship brands in Europe: Protect Home®, Protect Garden® and Solabiol®, a pioneer in natural products in France since 2001. High-performing local brands complete the company's offer in each European country, such as NutriOne®, Phostrogen® and Stroller®.*

*In the United States, SBM Life Science Corp. is a key player in innovation in the lawn and garden market and stands with leading brands such as BioAdvanced® and Natria®, one of the leading brands in organic products.*

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

*SBM Life Science, with 450 employees over 22 sites worldwide, is the Home & Garden subsidiary of SBM Company.*

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

## PRESS CONTACT

### Agence Profile

Olivia Chabbert / Anna Lesbros

01 56 26 72 00 – [sbm@agence-profile.com](mailto:sbm@agence-profile.com)