

## **SBM LIFE SCIENCE FRANCE IS EXPANDING THEIR NATURAL PRODUCTS OFFER WITH THE LAUNCH OF THEIR NEW BIOCONTROL HERBICIDES**

***Ecully, France (23 November 2017) – More than a year before the scheduled disappearance of synthetic products from the shelves in France, SBM Life Science France is expanding their offer of new plant-based herbicide solutions following the approval of their self-measuring cans in the Beloukha Garden file. A major breakthrough in a market which must meet the needs of the consumers!***

Following approval granted by ANSES for these self-measuring cans, SBM Life Science France announces the launch of new references of biocontrol herbicides for their Solabiol and Naturalia ranges.

At a time when the market is waiting for biocontrol solutions to replace synthetic chemical products to be phased out as of 1<sup>st</sup> January 2019, SBM Life Science has equipped itself with the means to position itself as a key player in the section of natural products.

*The developments of regulations lead us to think about gardening differently, our challenge is to make tomorrow's solutions available to consumers to accompany them in this transition.*" noted Matthieu Schmidt, the director general of SBM Life Science France.

*"Our company's mission is to provide more innovative solutions. We are committed to accompanying gardeners in new gardening methods all over Europe"* said Eugenia Rigaud, head of SBM Life Science Europe. The new herbicide could be launched shortly in other European countries.

### **Adopt alternative solutions without losing efficiency**

These new herbicides comprised of a 100% plant-based active ingredient have a broad spectrum efficacy and are positioned as "Multipurpose" and for "Courtyards, pathways and patios". More concentrated, their pelargonic acid-based composition allows for the treating of nearly 6 times more surface area than the current biocontrol products. Their rapid action leads to visible results in less than 3h on the majority of weeds. These

products also allow for a quick return of animals to treated surfaces. What's more, sowing and planting is possible 1 day after applying the product.

The Solabiol and Naturalia herbicides are offered in 200ml, 400ml and 800ml. They will be available for gardeners from the 2018 season. They will be available in the usual channels; Solabiol in specialised shops (Garden centres, GSB, LISA) and Naturalia in the food retail channel.

***Beloukha Garden - AMM N° 2170243 - Composition: Pelargonic acid 500 g/l (51.9% m/m) Rating: ATTENTION SGH07 H319.***

***Dangerous. Respect the precautions for use. Use plant protection products with caution. Before each use, read the label and the information concerning the product.***



### **ABOUT SBM LIFE SCIENCE FRANCE**

*SBM Life Science is the Home & Garden branch of the SBM Company, a French industrial family company, operating today in more than 20 countries. With more than 2,500 products distributed throughout the world, SBM Life Science is positioned as an expert in the health and beauty of plants, as well as the protection of the home against rodents and unwanted insects.*



## **PRESS CONTACTS**

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