

SBM LIFE SCIENCE TO MARKET THE GREEN VELVET GRASS SEED BRAND

Cambridge (December 4th, 2018) – SBM Life Science Ltd are delighted to announce a new agreement with Barenbrug UK to market their Green Velvet grass seed brand.

The SBM sales team will now be selling and supporting the Green Velvet brand alongside its existing portfolio of brands, which include Baby Bio®, Phostrogen®, Toprose®, Provanto®, Job Done®, Solabiol® and Maxicrop®.

The Green Velvet brand offers customers a high quality professional standard grass seed, as used in many leading sports arena's around the UK. The seed mixtures within the Green Velvet portfolio come directly from the grass bred and developed by the Barenbrug experts to give UK gardeners a greater level of reliable performance compared to most of the products currently available. This high performance standard makes the brand an excellent product for garden retail staff to trustfully recommend to their customers.

SBM Life Science believe the Green Velvet brand complements their portfolio very well, particularly alongside the recently launched Solabiol Long Lasting Lawn Feed product, which is also a professional standard lawn care product.

Customers will be able to discuss this brand opportunity over the pre-season with their SBM sales representative.

ABOUT SBM LIFE SCIENCE

SBM Life Science is the Home & Garden division of SBM Company, a family-owned industrial group with French roots, created in 1994, operating today in more than 20 countries. SBM Company creates, registers, manufactures and markets products to advance plant protection and home and garden care, from research to the consumer's hands.

SBM Life Science was born out of the merger of Novajardin (SBM Group) and Bayer Garden & Bayer Advanced in October 2016. This division employs 350 staff, with more than 20 locations in Europe and the US. With over 2500 products distributed worldwide, SBM Life Science is an expert on plants' care and beauty as well as protecting the home against rodents and insect pests.

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

ABOUT GREEN VELVET

Green Velvet®, is the consumer brand of premium lawn seed, owned by the Barenbrug company. Lawn Seed is produced by Barenbrug UK who have been breeding grass seed varieties for every possible application for over 100 years.

Barenbrug is one of the UK's largest grass seed producers – breeding varieties for every possible forage and turf application, and distributing more than 4,500 tonnes of seed each year to agricultural, equestrian, amenity and residential markets. Part of the Royal Barenbrug Group, the company was founded in the Netherlands in 1904 and operates in 16 countries worldwide. With proprietary plant breeding and production technologies, Barenbrug works closely with academic institutes, customers and the international research community to develop improved grass seed varieties.

The company has ISO9001 certification plus Soil Association accreditation for its organic varieties.

For more product information about the Green Velvet brand, please visit <https://www.barenbrug.co.uk/green-velvet-lawn-seed>



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