

SBM ANNOUNCES A NEW SOLE STRATEGIC DISTRIBUTION PARTNERSHIP

Cambridge, UK September 2019 – Nick Walton, who heads up the UK/I operation for SBM Life Science announces that he is changing SBM’s route to market for the Garden Centre and Nursery trade.

The Bayer Garden business was sold to SBM back in October 2016 and SBM Life Science in the UK was launched. The team at SBM have been working tirelessly to establish their business and are working towards the company's ambition to become a worldwide leader for Home & Garden Solutions. Walton states; “We have invested in new brands for the UK/I markets and will continue to do so over the coming years. We also continue to invest in our field sales force and since launching SBM, we have moved to 4 employed Territory Account Managers to enable our business to build more collaborative relationships with our partners”

From October 1st, 2019, SBM have agreed a sole strategic distribution partnership for the traditional trade business with Stax Trade Centres. Nick continues; “An enormous amount of work behind the scenes has gone into reviewing our current route to market and we strongly believe that Stax can help us achieve our vision. We have a fantastic relationship with the team at Stax and we have been exceptionally pleased with the commitment that they have shown our business over the last 5 years”

Stax Joint Managing Director, David Hibbert comments; “We’re delighted to have been selected as sole strategic distribution partner to SBM for the traditional trade market. They are a very significant player in the gardening solutions market and their decision to work with us reflects the growth we have made as a major distributor, both to independent garden centres and groups alike.

“Stax has worked extremely hard, to develop its own garden centre distribution capabilities, and to forge a strong and stable a relationship with SBM. This new partnership represents the reward for those efforts, and we’re very much looking forward to continuing our association with the SBM team and helping them achieve their vision.”

SBM are committed to servicing the UK/I markets and see this as a positive step forward in their strategic plans to allow a more coherent and effective way of collaborating with garden centres and nurseries. UK Sales Manager for SBM, Scott Williams adds; *“I have no doubt that this next step for our business is absolutely the right thing. I have personally managed the Stax account now for circa 8 years and have every belief that David, Eddie and the team will take on this challenge and excel. My team will be visiting garden centres after GLEE as we embark on our pre-season campaign, so if you miss us at GLEE, we will bring our 2020 plans directly to you.”*

Continues overleaf.

Simon Wright, Stax Purchasing Director adds; *"I am delighted that SBM have a very clear vision of where they want to be within the market and have chosen Stax as a strategic distribution partner to help them achieve this. SBM have my full support in their route to market change and we look forward to helping them in achieving their vision of delivering excellent service"*.

Nick concludes; *"During this exciting transitional time, my team and I are here to support retailers and from a Stax perspective, David, Eddie and their teams will be there to do the same. I have one goal for 2020 and that is to continue to offer excellent service to our retail partners."*

ABOUT SBM COMPANY

SBM Company is a family-owned industrial group with French roots, created in 1994, operating today in more than 31 countries throughout Europe and North America. SBM Company creates, registers, manufactures and markets products to advance plant protection and home and garden care, from research to the consumer's hands. The group operates in 4 activities: crop protection, industrial production (with two plants in France and one in the USA), aromatherapy and Home & Garden. SBM Company is committed to providing responsible and innovative solutions now and for future generations.

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

ABOUT SBM LIFE SCIENCE

SBM Life Science is the Home & Garden subsidiary of SBM Company. Its mission is to ensure plants beauty and health and protect home. With 350 employees over 22 locations worldwide, SBM Life Science ensures €250M in sales revenue, with a #2 position in Europe and #3 in the USA.

SBM Life Science has a complete offer: plant protection and care, plant nutrition, growing media and home protection

As a pioneer in France in the range of natural products since 2001, SBM widely deployed its brand Solabiol in 2018 in Europe, along with Protect Home and Protect Garden (brand transitions from Bayer Garden). In the USA, SBM Life Science Corp. holds an important position in the market as the innovator in Lawn & Garden and stands with strong leading brands as BioAdvanced, Natria and newly NutriOne.



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