

## **SBM LIFE SCIENCE TAKES OVER THE DISTRIBUTION OF LE DÉTAUPEUR® RANGE**

***Ecully, France, 7 May 2020 - The French company Far Ouest, designer and manufacturer of Le Détaupeur® range, has entrusted SBM Life Science with the distribution of the range as of 1 July 2020, in all specialist outlets in France, except for the InVivo Retail group's brands.***

Le Détaupeur®, the leading product in the anti-tamper market, has been sold on the French market for over 20 years and is recognized by all consumers for its effectiveness. With a 74% market share (Source GfK - CAM at the end of December 2019 - Specialised Circuits), it is today an essential product in the pest control market.

The resumption of the distribution of Le Détaupeur® fits perfectly into the development strategy of SBM Life Science, a recognized player in the pest control market, thus enabling it to offer consumers a complete range alongside the Caussade® brand for rodenticides, Thermacell® for mosquito control and Protect Expert® for home protection.

*"Thanks to our sales force and our expertise in the pest control market, we will continue to develop Le Détaupeur® range, which already enjoys an excellent reputation in France, thanks to the work of the Neodis teams. We are also working on international deployment"* said Alexandre Simmler, CEO of SBM Life Science Global.

*"We have full confidence in SBM to ensure the continuity of the work done so far by NEODIS and to contribute to the development of our product."* said Christophe Milon, CEO of Far Ouest.

Neodis will retain distribution in the InVivo Retail group brands (GammVert, Jardiland and Nalods) until 1 July 2021.



### 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 division of SBM Company, 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 North America. 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.*



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