

## FRANÇOIS MAZELLIER APPOINTED COUNTRY HEAD FOR SBM LIFE SCIENCE FRANCE

***Ecully, France, July 10<sup>th</sup>, 2020 – In the continuity of its development and in order to support its ambitions on the French market, SBM Life Science entrusts the responsibility for its France subsidiary to François Mazellier as of September 7, 2020.***

A graduate of the Nancy Business School (ICN), François has built up a wealth of experience in the world of consumer goods, after having successfully occupied various sales, marketing and general management positions.

Between 1995 and 2014, François worked for Reckitt Benckiser (RB), a multinational company in the cleaning, cosmetics and pharmaceuticals sector. He has held various marketing and commercial functions there, with a strong component of negotiation with retailers, before taking over the successive management of two European subsidiaries (Baltic States and Romania).

He then joined the Global Sales structure of RB in Great Britain to manage a product category within Category Management activities, before joining the French organisation as Global Customer Director for Carrefour and Auchan.

In 2015, François joined UPSA, a company specializing in over-the-counter medicines (OTC) to take up the position of Country Lead Europe in Eastern & Russia.

*"François's personality, his commercial and management experiences and his excellent knowledge of the world of consumer goods will allow him to bring a fresh and wise view to our market, and will help SBM to grow in the French market. announces Matthieu Schmidt, European Region Director. "His international experience will also allow him to contribute to the European team, and to make SBM a key player in this region."*

*"I am delighted to join the SBM group, an ambitious company that plays its role as market leader through sound acquisitions and a significant innovation pipeline. Joining the garden market, after the crisis we have just experienced and which has seen a renewed interest in gardening, makes the challenge even more beautiful!"* indicates François Mazellier.

François Mazellier succeeds Lionel Debauge, who has decided to embark on other professional projects. SBM would like to warmly thank Lionel for his 3 years at his service, as Commercial Director then Director of the French subsidiary. He worked notably to support the transformation of the French market, but also to strengthen our portfolio of brands, develop our positions on the garden market, ensuring the satisfaction of our customers every day.

We wish him every success for the future.

- Ends -

## Notes to editors:

### ABOUT SBM COMPANY

*is a family-owned industrial group with French roots, created in 1994, operating in more than 31 countries throughout Europe and North America. SBM Company creates, registers, manufactures and markets products for the care and protection of crops, garden and home. Recognized for its expertise in both agricultural and consumer markets, SBM masters its entire value chain, from R&D to the consumer. Innovation is the core of the Group's strategy to constantly adapt to market changes.*

*The Group competes in 4 businesses:*

- *Agricultural crop protection, through CMPA business unit*
- *Industrial production, with three plants (two in France and one in the United States),*
- *Aromatherapy, under the LCA brands*
- *Home & Garden, which represents today the main activity of the group, with its subsidiary SBM Life Science.*

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

### ABOUT SBM LIFE SCIENCE

*SBM Life Science is the Home & Garden subsidiary of SBM Company. With 350 employees over 22 sites around the world, the subsidiary represents €230M in sales revenue.*

*SBM Life Science puts its expertise at the service of its customers and consumers through innovative and responsible solutions and services for their plants, their garden and their living environment. It offers a complete range of products - plant protection, care and plant food products, growing media and pest control products for the home - to meet the main consumers' needs: to Nourish, to Beautify, to Maintain and to Defend.*

*SBM Life Science has deployed several major brands in Europe: Protect Home®, Protect Garden® and Solabiol®, a pioneer in France in the natural products segment since 2001. In each country, other strong local brands complete the offer, such as NutriOne® and Thermacell®.*

*In the United States, SBM Life Science Corp. is a key player in innovation in the Lawn and Garden market and stands with strong leading brands such as BioAdvanced®, Natria® and NutriOne®.*



## PRESS CONTACTS

### **SBM Company**

Nelly Vincent - Group Communications Manager  
+ 33 7 70 29 73 50 - [nelly.vincent@sbm-company.com](mailto:nelly.vincent@sbm-company.com)

