



**PRESS RELEASE**

## **SBM LIFE SCIENCE AND M2I SIGN A PARTNERSHIP TO DEVELOP NEW BIOLOGICAL SOLUTIONS FOR PLANT PROTECTION**

***France, January 6, 2022 – SBM Life Science, a global leader in the Home and Garden sector, and M2i, the European leader in producing and distributing biocontrol pheromones, are joining forces through an exclusive R&D partnership to develop and distribute pheromone solutions to gardeners.***

SBM Life Science's ambition is to ease the daily life of consumers, experts, and neo-gardeners by offering innovative, effective, and responsible solutions for their plants, gardens and living spaces.

M2i, a French company specializing in the research, production, and distribution of biological protection products for plants and crops, responded to SBM Life Science's request to work with them to develop new pheromone solutions specifically for the garden market.

Pheromones, which are volatile and odorous molecules produced by an organism that induce a specific behavior in other members of the same species, are essential to the daily life of insects and the balance of nature. They are also an effective and economical solution for plant protection without conventional phytosanitary products. They do not leave residues and have no impact on the health of flora, fauna, and human beings.

Together, SBM Life Science and M2i intend to provide home gardeners with effective pheromone solutions to protect plants while respecting biodiversity. M2i, which already offers numerous solutions in Europe for the agricultural, green space and garden markets, will use its R&D know-how and ability to design breakthrough products to offer SBM answers to some of their specific needs in the garden market.

The first fruits of this cooperation, intended for the European and American markets, should be available in 2024 via SBM Life Science's usual distribution channels such as DIY stores, garden centers and general stores, and online marketplaces.

Alexandre Simmler, General Manager of SBM Life Science, said, "We are looking forward to partnering with M2i, a French and entrepreneurial company like us, which shares the same values and vision for



biodiversity protection and biocontrol solutions. We are pleased to offer additional natural plant protection solutions previously proven for the crop market."

Philippe Guerret, CEO of M2i Group, says: "M2i can be defined as a technology platform whose know-how is recognized by end-users. This unique expertise allows us to regularly partner with key players in the industry to design innovative solutions that they will bring to the market within their range. This partnership with SBM Life Science is part of this strategy and completes our portfolio of key partners."

## ABOUT SBM LIFE SCIENCE

*SBM Life Science is the Home & Garden subsidiary of SBM Company. With 450 employees over 22 sites worldwide, the subsidiary represents €270M in turnover.*

*SBM Life Science offers innovative and responsible solutions and services to its customers and consumers for their plants, gardens, and living environments. Its range of products includes plant protection, soil and lawn seeds, plant food, and pest and mosquitoes control products to meet consumers' needs: to Nourish, Beautify, Maintain, and Defend.*

*SBM Life Science has several flagship brands in Europe: Protect Home®, Protect Garden® and Solabiol®, a pioneer in natural products in France since 2001. High-performing local brands complete the company's offer in each European country, such as NutriOne®, Phostrogen® and Stroller®.*

*In the United States, SBM Life Science Corp. is a key player in innovation in the lawn and garden market and stands with leading brands such as BioAdvanced® and Natria®, one of the leading brands in organic products.*

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

## About M2i

*Founded in 2012, M2i is a French industrial group and expert in designing, formulating, and producing complex molecules. Thanks to its research laboratory in Lacq, associated with its plant in Salin de Giraud and its manufacturing center in Parnac, M2i designs, develops and produces high value-added organic molecules for the life sciences and organic agriculture. As such, it has received 24 awards, such as the 2015 Prix Entreprises & Environnement from the French Ministry of Ecology and Sustainable Development, the 2015 Green Chemistry Award, the 2016 RMC PME Trophy and in 2017 the European Commission's European Business Award for Environment, followed by the Pierre Potier Prize for Chemistry in favor of sustainable development. In 2018, Les Echos and KPMG selected M2i as one of the 120 companies of the future French economy, and Usine Nouvelle named M2i "Nugget of the Year 2019" and in 2021, M2i received the 2021 International Business Award from EY.*

*M2i employs 185 people, including more than a quarter in R&D, and holds 25 patent families protecting its technology and innovative product lines.*

For more information: [www.m2i-group.com](http://www.m2i-group.com)



# PRESS CONTACTS

## **SBM Company**

Sophie Blazere Leclerc – Group Communication & CSR  
Director

+ 33 7 70 29 73 50 – [sophie.blazere-leclerc@sbm-company.com](mailto:sophie.blazere-leclerc@sbm-company.com)

## **M2i Group**

Johann Fournil  
Directeur Communication

[contact.presse@m2i-lifesciences.com](mailto:contact.presse@m2i-lifesciences.com)  
Tél. +33 (0)1 84 76 00 64

