

## PRESS RELEASE

# SBM LIFE SCIENCE: EXCLUSIVITIES AND NOVELTIES UNVEILED AT JDC GARDEN TRENDS

*Ecully, April 12, 2022 - The 2022 edition of JdC Garden Trends was a highlight for SBM Life Science, where the company presented a wide range of new products for expert and amateur gardeners.*

SBM Life Science offers its customers, partners and distributors responsible, simple, and effective services that allow them to better protect and care for their gardens and homes. During the 2022 edition of JdC, the company strengthened its position as the leader in the French natural gardening market and presented its products and their robust features around the following four “universes” that align with consumer expectations:

### **NOURISH: CULTIVATE YOUR NATURAL FOOD GARDEN**

Oriange® 3in1, a real Solabiol® revolution in biocontrol, has been on the market for over a year. As a first on the garden market, the innovative formulation based on orange essential oil, an active substance of natural origin, is available in a concentrated solution. Oriange® is a unique product that acts on a wide range of pests and crops with over 83 registered uses. Its launch is already a real success, and is becoming the must-have product for the gardener. Learn more about Oriange® 3in1.

SBM Life Science France took the opportunity of JdC Garden Trends to officially sign an exclusive contract with French start-up AXIOMA FRANCE. This agreement will enrich SBM's range of natural solutions and allow it to offer distributors and their customers a brand-new plant booster based on natural plant extracts to stimulate the growth of vegetable garden plants. The biostimulant, developed by AXIOMA, will be added to the PURE range of eight products designed to protect and strengthen the natural vitality of vegetable gardens and plants. It will be launched in France in 2023 and offered by SBM under the SOLABIOL® brand. Read more about the exclusive partnership.

In the same spirit of collective intelligence and collaboration, SBM Life Science has partnered with M2i, the European leader in producing and distributing biocontrol pheromones, to develop new pheromone-based biological solutions for home gardeners. These new easy-to-use, reusable and pest-specific solutions were well received during JdC. Find out more.

With a 52% market share, SBM Life Science is the leader in Bordeaux mixture. The Solabiol Bordeaux mixture for vegetable gardens and orchards is a mineral fungicide based on copper sulfate, whose virtues have long been recognized and can be used in organic gardening. Faced with a new regulatory context, SBM Life Science is ready to offer a new product based on dispersible granules (1st sale on the market) and non-colored powder in bags (3rd sale on the market).

### **EMBELLISH: ENJOY A BEAUTIFUL GREEN SPACE WITH FLOWERS**

BHS offers a complete range to respond to the consumer demand with 100% recycled and recyclable paper packaging, collected, and recycled in Europe. This new packaging design optimizes readability and makes it easier for consumers to understand the product on the shelf.

### **MAINTENANCE: REST IN A CLEAN AND WELL-TENDED PLACE**

SBM Life Science's integrated know-how enables it to control the entire production chain, from Research & Development to product marketing. Therefore, the company is putting its expertise into developing two new herbicide formulas under the label Protect Expert. These products are approved by SBM and manufactured in France with the ambition of providing faster and easier to use solutions with 100% recycled plastic packaging, especially for Protect Expert ready-to-use products. A new canister allowing an increased quantity of product per pallet and thus reduced CO2 emissions was presented during the JdC event.

### **DEFEND: PROTECT YOURSELF AGAINST PESTS**

In response to the market and consumers who are increasingly concerned about animal welfare, SBM will make Protect Expert ultrasounds available from 2023. With strong brands such as Protect Expert, Caussade and Thermacell, SBM Life Science is the leader in the rat poison market.

In summing up this year's JdC, François Mazellier, Director of France SBM Life Science, said the event fulfilled its promise to reunite major players in the sector and provide an opportunity to present new products to an engaged audience.

"The new products unveiled for the 2023 season and those yet to come meet consumers' expectations, needs, and environmental concerns. Through each of the innovations presented at the JdC, we have put the desire to accompany the consumer towards natural performance at the heart of our offer. We've also integrated CSR as a performance lever and innovation driver for SBM Life Science. A great season is coming", says François.

Watch a video of the SBM Life Science, Or Brun and SPG stand on SBM's [LinkedIn page](#).

## **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/>

D'autres marques locales performantes complètent l'offre dans chaque pays européen, comme NutriOne®, Phostrogen® et Stroller®.



## PRESS CONTACT

### **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)

