

SBM LIFE SCIENCE FRANCE AWARDED THREE JARD'INNOV TROPHIES

Ecully, June 10, 2022 - The Jard'Innov® Trophies recognize product innovations based on practicality, efficiency, ergonomics, safety, design, and environmental protection. SBM Life Science France has received three awards this year, judged by buyers from retail chains, including garden centers, LISA, GSA, and GSB.

Experts in gardening and crops for nearly 30 years, SBM Life Science constantly listens to its customers to adapt its offer of efficient and environmentally friendly solutions. This approach and ambition have led to the company, once again, earning three Jard'Innov® Trophies:

In the "Treatment and Weedkiller Products" category:

Silver Trophy for Solabiol Insects Polyvalent, an insecticide and acaricide action. It quickly eliminates aphids, mealy bugs, whiteflies, mites, bugs, and thrips on the main garden crops, trees, and shrubs. Based on rapeseed oil, an active ingredient of plant origin, it effectively intervenes at all stages of the parasite's development, including egg, larva, and adult.

Bronze Trophy for Solabiol and its Insecticide Red and Yellow Spiders, a plant-based product that acts against insects and mites. Based on the essential oil of orange, it works by contact for fast action, with visible effects within 2-3 hours maximum. It targets a wide range of pests on many vegetable crops.

In the "Pest control and household insecticides" category:

Bronze Trophy for Protect Expert and its ant bait boxes, which effectively destroy ant hills and their inhabitants thanks to a highly palatable concentrated gel. Simply pressing on the box's lid releases the product and eliminates ants inside and around houses or terraces.

"We are proud to receive these awards from Jard'Innov. Thanks to our partnerships and R&D, we offer customers and consumers a complete range of products and services to nourish and care for their plants and protect their home. Our innovations include cutting-edge technology and increasingly more natural solutions to minimize our environmental footprint," says Cloé Ricard, Marketing Director of SBM Life Science France.

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 mosquito 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/>



PRESS CONTACT

Agence Profile

Olivia Chabbert / Anna Lesbros
+33 1 56 26 72 00 – sbm@agence-profile.com

