



## PRESS RELEASE

# SBM LIFE SCIENCE AND VIANO CONCLUDE A DISTRIBUTION AGREEMENT FOR BELGIUM

***Ecully, December 7, 2022 - SBM Life Science, major player in the garden and home market in Europe and North America, and Viano, strong local player and specialist in organic fertilizers in Belgium, have concluded an exclusive distribution agreement for the Belgian market. As of January 1, 2023, SBM Life Science's Solabiol®, Protect Home®, Protect Garden® and Biogents products will be distributed by Viano's sales force to retailers in this sector.***

Sharing the same family business origins, the same commitment to offer natural solutions to the consumer, SBM Life Science and Viano together strengthen the availability of the garden and home care and protection ranges on the Belgian market for the benefit of the end consumer.

"This is a win-win agreement for our two companies. It allows us to complement our current range of fertilizers with a complete and effective range of garden and home care products. SBM benefits from our presence and experience on the Belgian market. We complement each other and are proud to be associated with an entrepreneurial company like SBM Life Science," says Frans Krauch, CEO of Viano.

"At SBM Life Science, we are always finding new ways to innovate to best meet the demands of our retailers and consumers. Joining forces with Viano, a strong local player in Belgium, is an excellent opportunity to combine our forces and expand SBM Life Science brands and concepts in this region" says Matthieu Schmidt, Head of SBM Life Science Europe.



## ABOUT SBM LIFE SCIENCE

Let's grow  
— TOMORROW —  
together

**SBM Life Science responds to everyone's need to reconnect with nature by putting plants at the heart of our lives.**

SBM Life Science is the Home & Garden subsidiary of SBM Company, a French group of nearly 1,000 employees in 31 countries worldwide. SBM was created almost 30 years ago, is 100% independent and family-owned, and is present in a unique way in Europe and North America on the amateur and professional market.

SBM offers its customers and consumers innovative and responsible solutions and services for their plants, gardens and living spaces. The company boasts a full range of products for the protection, care and nutrition of plants, seeds, soil, and lawn seeds, as well as pest and mosquito control solutions. Ultimately, SBM meets the needs of consumers: to nourish, beautify, maintain, and defend.



SBM Life Science has deployed several flagship brands in Europe: Protect Home®, Protect Garden®, Solabiol® and Biogents, a pioneer in natural products in France since 2001. Other successful local brands complete the offer in each European country, such as NutriOne®, Phostrogen® and Stroller®.

In North America, SBM Life Science is a key player in innovation in the garden market and is positioned alongside flagship brands such as BioAdvanced® and Natria®, one of the leading organic brands.

In 2022, SBM Life Science was awarded the Great Place To Work® certification in Europe, which echoes that obtained in the United States in 2021. In France, as part of the JardinPlus® 2022 Trophies, SBM Life Science was elected Supplier of the Year by purchasing decision-makers from the retail sector.

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

## ABOUT VIANO

Providing consumers with natural means to fully enjoy their own backyard garden is Viano's basic goal and directly correlates its baseline "Happy Bio."

Viano is the oldest brand of organic and organic mineral fertilizers on the Belgian market produced by Rendapart NV. Viano is a strong brand throughout Europe and aims to build healthy long-term relationships with customers and suppliers.

The main goals of Viano are:

- Offer consumers and professional growers and gardeners high quality products related to food safety

- Offer a complete range of solutions to stimulate plant growth and maintain soil fertility

- Maintain Viano as a top brand in the consumer choice process in the garden market

- Continuously improve the production and supply chain process to maintain strong relationships with direct partners

- Remain innovative in the use of basic raw materials

Viano is a family business and aims to demonstrate its own family values in the way it does business, i.e. "fair, relative and always available."

For more information please visit [www.viano.be](http://www.viano.be)



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