

SBM LIFE SCIENCE LAUNCHES "PERFECT DOSE" AND NEW ECO-DESIGNED PACKAGING

Écully, June 26, 2023 - SBM Life Science is committed to offering innovative, sustainable products and packaging to support gardeners' daily lives and reduce their environmental footprint.

From the 2023-2024 season in France, consumers will be able to discover the innovative, effective and safe "Perfect Dose" dosing cap, as well as being able to choose new eco-designed packaging.

"PERFECT DOSE", A UNIQUE, PATENTED ANTI-WASTE DOSING SYSTEM



Too much or too little, it's sometimes difficult to know how much to dose when using concentrated garden products. In response to this recurring question from gardeners, SBM Life Science has created the exclusive "Perfect Dose" dosing cap.

Transparent and graduated, SBM's patented dosing system is easy to use and precise, allowing the user to take only the dose needed. This not only prevents overdosing and wastage, but also avoids any contact with the product.

It's a simple new gesture that makes for a clean and safe garden. Launched for the 2022-2023 season in the UK, Norway, Finland, Sweden, Belgium, Denmark, the Netherlands and Spain, "Perfect Dose" arrives in France this 2023-2024 season.

NEW ECO-DESIGNED PACKAGING

Ever mindful of the impact of its activities on the environment, SBM Life Science is reinforcing its commitment to eco-responsibility with brand-new packaging at the European level. This eco-designed packaging actively contributes to reducing the environmental footprint through the use of recycled materials and the elimination of non-essential plastic.

This translates into :

- the introduction of ready-to-use bottles made from **100%** recycled plastic and **5%** lighter,
- new bottles for plant protection products with **30%** recycled plastic and **5%** weight reduction,
- cardboard boxes with **95%** recycled cardboard.





"At SBM Life Science, we are committed to reconnecting people with nature by offering innovative, natural and responsible solutions and services to accompany consumers throughout the seasons. It's in our DNA and at the heart of our business. "Perfect Dose" and the ongoing transformation of our packaging are the concrete expression of our desire to facilitate the daily lives of today's and tomorrow's gardeners, while reducing our environmental footprint."

**Gilles Ravot, Global Head of Innovation, R&D
SBM Life Science**

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 puts its expertise at the service of its customers and consumers through innovative and responsible solutions and services for their plants, gardens and living spaces. SBM offers a complete range of products for the protection, care and nutrition of plants, as well as seeds and potting soils, and pest and mosquito control products meeting the needs of consumers: to nourish, beautify, maintain and defend.



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

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

Recognized by its employees internationally, SBM Life Science has been awarded Great Place To Work® certification in Europe in 2022, a recognition that echoes the one obtained in the United States

in 2021. In France, as part of the Trophées JardinPlus® 2022, SBM Life Science was voted Supplier of the Year by retail purchasing decision-makers.

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



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