

JARDINPLUS® 2023 AWARDS : 4 GOLD AND 1 BRONZE AWARD FOR SBM LIFE SCIENCE

Ecully, 30 June 2023 - At the 2023 edition of the JardinPlus® Trophies, held on 29 June at the Cité Internationale Universitaire in Paris, SBM Life Science once again distinguished itself by winning 5 Trophies.

The JardinPlus® Trophies, organised by Jardineries magazine, are eagerly awaited by the gardening world every year, as they reward the best brands and suppliers in the sector on criteria based on innovation, logistics, shelf assistance and communication.

In 2022, SBM Life Science France received four JardinPlus® awards, including Supplier of the Year, while its Managing Director Alexandre Simmler won Manager of the Year.

This year, the Lyon-based company has done even better, winning **five Trophies** in the "garden products" category, in the following categories:



Fertilizers and biostimulants

Gold Trophy for Solabiol and its plant booster, which stimulates the growth of vegetable garden plants.



Treatment products and weedkillers

Gold Trophy for Perfect Dose, SBM's exclusive new patented dosing system. Transparent and graduated, this dosing system is easy to use and precise, as it allows you to take only the dose you need. It avoids overdosing and wastage, as well as any contact with the product. It's a simple new way to keep your garden clean and safe.





Potting soils, soil conditioners and soil improvers

Gold Trophy for Orbio and its **Terre De Bruyère (40L)** which offers a simplified approach to consumer use. Unprocessed, it is ideal for all acid-loving plants (Hydrangeas, Azaleas, Rhododendrons, Camellias, Japanese Maples and other heathland plants).



Bronze trophy for Brown Gold and its **Authentique** fertiliser amendment, which improves all outdoor plantings (trees and shrubs, lawns, flowers and vegetables).



Pest control and household insecticides

Gold Trophy ex-aequo for Protect Expert and its **Volants & Rampants** frosting spray, an aerosol that eliminates insects without any insecticides.

This is the third year that SBM Life Science has been awarded the Gold Trophy for Best Supplier of Garden Products in the "Fertilisers and Biostimulants" and "Pest Control, Household Insecticides" categories, and the second for "Treatment Products and Weedkillers". It should be noted that every year since the JardinPlus® Trophies began, Or Brun has been awarded a Trophy in the "Soil conditioners and soil improvers" category.

"We are delighted to receive these awards, which not only recognise the efforts of our employees, who work hard every day to drive the plant sector forward, but also highlight our ability to innovate, based on responsible commitment and consumer support, in the eyes of retailers and consumers alike".

Philippe Sertillange, Managing Director SBM Life Science France

In addition, SPG won the **Silver Trophy** for Best Supplier of **Flower, Vegetable and Grass Seeds for the second year running**. **SPG** became part of SBM in December 2021.





ABOUT SBM LIFE SCIENCE

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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