



PRESS RELEASE

## SBM LIFE SCIENCE: A COMPREHENSIVE OFFERING, ROOTED IN PLANTS AND PEST CONTROL

***Écully, March 17, 2025 - SBM Life Science, a family-owned French industrial group, will be taking part, as it does every year, in the JdC Garden Trends trade show, a must-attend event for the profession. This year's theme is proximity to our customers, responsible innovation and the fight against mosquitoes. Our common goal is to simplify the business of our retailers, enabling them to achieve their performance objectives thanks to personalized support, tools to boost checkouts and effective ranges that create value for the consumer.***

On SBM Life Science's stand U24 in Hall 2, the entire profession will have the opportunity to discover new products and (re)discover all its emblematic ranges such as **Solabiol, Or Brun, Protect Expert, Caussade**, as well as those of SPG with **Caillard, Le Paysan, La Semeuse, BHS, Pikétik, Aphicare and Florabiol**.

An area dedicated to protection against mosquitoes will showcase **Thermacell's** innovative repellent solutions and **Biogents'** innovative, insecticide-free, scientifically-proven traps.

SBM and SPG share the common goal of offering their retail customers innovative, responsible solutions specially designed to boost sales and satisfy consumers across all product categories.

The key idea is to 'get off the shelves' to meet consumers more easily, and no longer wait for them to come to us. At the JdC, the focus will be on sustainable and responsible fittings to move away from traditional shelving, attractive and interactive concepts to meet consumer support needs, and seasonal promotional tools that will also support the end consumer's purchasing power and responsible commitment.

### KEY INFORMATION FOR SBM

*"The JdCs are always a highlight for our teams and the industry. We look forward to these privileged exchanges with our retailers, so that together we can measure the evolution of the sector and customer expectations, and strengthen our partnership links with the entire ecosystem. This year, the launch of the L'Authentique Or Brun range of fertilizers represents a high point for SBM, with unprecedented and powerful resources at our disposal"* declares **Laurent Davier, Managing Director of SBM Life Science France.**



Among the highlights, SBM Life Science France will unveil **Or Brun's** new positioning, and the launch of its 'Everything starts with a living soil' campaign with a strong bias, to reinforce its position as the undisputed soil expert.

Building on its history and know-how, the Or Brun brand is making an ambitious change to its flagship product L'Authentique. Convinced of the amendment's potential, SBM will share a modern, disruptive and daring approach with a campaign entitled 'Everything starts with a living soil', broadcast from March 12 to May 10 on TF1, France 2, France 3 and many other channels, supported by an extensive digital campaign and repeated in-store with strong, impactful highlights and gaming animation.



On the **Solabiol** side, our partners will find the best-sellers that are the hallmark of the brand's know-how and expertise, with effective products, new packaging and new concepts to discover, centered on natural gardening, as always.





For outdoor maintenance with **Protect Expert**, weedkiller and algacide solutions will be presented, along with the entire sales activation system. For home protection: rodenticides, ants and household insecticides will be in the spotlight, with presentations of leading ranges and new products.



As pest control is a major strategic area of development in view of the growing invasion of species, SBM Life Science France will be highlighting its **Thermacell** offer as exclusive distributor in France, and the new 2026 range

with the launch of TP19. A new formula that creates a continuous zone of protection and effectively repels mosquitoes and tiger mosquitoes.

### KEY INFORMATION FOR SPG

**SPG**, a major player in the seed market with over 5,000 references, will be anchoring its brand positioning of 'Re-enchanting the garden', continuing to focus on innovation to meet consumer expectations. The primary objective is to support distribution through various turnkey operations, some of which are listed below.

### Caillard et Le Paysan

SPG will be highlighting its new 2025/2026 event for its Caillard and Le Paysan seed brands: the national Haricots Mania operation.



Through an event-based activation in food and specialist circuits, the commercial operation aims to create desire and reinforce the link between the garden and the result on the plate.

Significant resources will be deployed, including attractive point-of-sale advertising to encourage people to discover beans in a fun and educational way, as well as an associated competition.



## OFA

For the 3rd year running, SPG is supporting OFA and the national 'Flowers for Bees' operation.

Faced with the imminent danger to our planet posed by the collapse of bee colonies, OFA was created in 2014 to alert, prevent and attempt to stem this ecological disaster.

To do this, OFA is surrounding itself with specialist companies sensitive to this scourge and truly driving forces to restore biodiversity to full health in the image of SPG.

This operation is also supported by the Prince Albert of Monaco Foundation.



About **BHS**: The JdC will be an opportunity for SPG to showcase its turfgrass brand, already recognized in the professional world, and its complete range of products for private customers, which meets the new needs of garden owners.

It is also important to note that BHS supports the 'Jardins de Noé' association for private customers, with an exclusive campaign unveiled on the stand.



As SPG is the exclusive distributor of **Biogents** in France and No. 1 in the market, the new packs will be unveiled, along with the full range of in-store promotion tools, to support customers as closely as possible in their needs.

This revolutionary new product supports the retail sector in the face of growing demand to combat the tiger mosquito with a long-term, sustainable solution free from insecticides.

The new CO<sup>2</sup> offer will also be presented.



Biogents is the 'Official Protector of the Tour de France' and thus deploys a comprehensive educational and scientific approach for the general public, local authorities and professionals, and will protect The Fan Parks of this TDF 2025 edition.

## 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 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 the one obtained in the United States in 2021. In France, as part of the JardinPlus® 2023 Trophies, SBM Life Science was awarded five 'garden products' trophies by retail purchasing decision-makers.

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

## SPG



SPG brings gardens to life. Specializing in vegetable 🥕 and flower 🌸 seeds, and ground cover. With a history dating back to 1680, as partner of the King's gardens at Versailles, SPG is now one of the leaders in the gardening world and accompanies all amateur gardeners in the creation and embellishment of their living environment. SPG is also the exclusive distributor for the general public of Biogents anti-mosquito trap solutions, particularly in the fight against the invasive tiger mosquito.

SPG's ambition is to take part in the rewilding, garden after garden, of our planet.

Our Values and Teams : <https://jobs.spg-sas.com/>

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## BIOGENTS



Biogents, market leader in France, is the specialist in mosquito control, particularly for the tiger mosquito. Biogents develops and produces highly effective, insecticide-free mosquito traps, used by scientists, mosquito control specialists and private individuals worldwide. Biogents also offers a tailor-made service for local authorities and tourism professionals to support them in their fight against mosquitoes.

<https://eu.biogents.com/about-biogents/>

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