



PRESS RELEASE

SBM Life Science and SPG at JdC Garden Trends: a comprehensive and innovative offering to drive performance in the Garden and Home market

Écully, March 17, 2026 – SBM Life Science France and SPG will jointly take part in JdC Garden Trends, the must-attend event for players in the garden industry, from March 24 to 26 at Parc Chanot in Marseille. The 2026 edition will focus on responsible innovation, serving both consumers and retail performance. The shared ambition of SBM Life Science and SPG is clear: to support retailers in achieving their objectives through tailored support, powerful activation programs designed to drive sell-out, and efficient product ranges that create value for the end consumer.

Creating value, together

SBM Life Science and SPG share a strong ambition: to offer retailers innovative, responsible, and high-performance solutions designed to stand out on the shelf, engage consumers, and meet their expectations in a concrete way.

“JdC Garden Trends is always a key moment for our teams and for the industry as a whole. These privileged exchanges with our retail partners allow us to share our vision of market evolution and changing consumer expectations, while sustainably strengthening our partnerships. Launched last year, the spotlight on the Or Brun L’Authentique range is a long-term commitment and is being further reinforced this year through an ambitious activation plan, along with a focus on the evolution of our Solabiol organic fertilizer offering. Our objective remains clear: to continue creating value at shelf level and to effectively support retailers’ performance.”

Laurent Davier, Managing Director, SBM Life Science France

“JdC Garden Trends is a key moment to illustrate our shared ambition with SBM Life Science: to deliver concrete, sustainable, and high-performance solutions in response to the growing mosquito challenge. The launch of the new generation of Biogents AERO TRAP marks a major milestone for SPG and for the market, offering an innovative, insecticide-free solution with scientifically proven effectiveness. This success is above all the result of the commitment and mobilization of our teams, fully engaged alongside our retail partners to support category transformation and meet consumer expectations.”

Gilles Chevenement, Managing Director, SPG

For SBM Life Science France, the focus for the 2027 season will be on the Or Brun and Thermacell® brands, as well as the announcement of a partnership with elho.

Or Brun: Living soil expertise at the heart of in-store performance

With Or Brun, a brand recognized for its expertise in living soils, SBM Life Science continues to invest in its flagship product, **L'Authentique**, a **historic and must-have reference in gardening**. The brand will be supported by an ambitious and unprecedented in-store activation program, including a nationwide consumer contest, along with a comprehensive set of visibility and educational tools designed to drive checkout conversion and promote best gardening practices.



Thermacell®: an innovative solution to the growing mosquito pressure



Pest control is a major strategic priority for SBM Life Science France, in a context of increasing mosquito proliferation, particularly the spread of the tiger mosquito.

As the distributor of Thermacell® in France, SBM Life Science will spotlight its 2026 innovation with the launch of a new range formulated with **lemon eucalyptus oil (Citriodiol®)**, meeting a key

consumer expectation to combine **effectiveness and natural ingredients**.

The new **Thermacell® Zone diffuser** creates a continuous protection area of up to **15 m²**, with no application on the skin, allowing consumers to fully enjoy outdoor meals, barbecues, evenings, terraces, or camping trips with peace of mind.

Portable, easy to use, and effective within minutes, it provides up to **12 hours of included protection**, addressing the growing demand for effective repellent solutions.



A strategic partnership with elho to co-build next season's gardening solutions.

Occurring in 2027, SBM Life Science will announce at the JdC Garden Trends a strategic partnership with elho, a family-owned company recognized for its

entrepreneurial, responsible, and innovation-driven DNA. The shared ambition is to co-build differentiated offerings that combine products, services, and digital levers for both retail and e-commerce channels.

Together, we aim to provide retailers with true sell-out drivers and brand-value enhancement tools, while supporting consumers beyond the product itself through a complete, sustainable, and educational gardening experience, aligned with evolving uses such as balconies, terraces, and indoor gardening.

For SPG, this year's focus will be on the Biogents and BHS brands.

Biogents and AeroTrap: scientific expertise serving sustainable mosquito control

As the exclusive distributor of Biogents in France, SPG will also showcase on the booth insecticide-free mosquito trapping solutions with scientifically proven effectiveness.

A benchmark reference in the market, **Biogents is now the No. 1 mosquito trap brand in France** and has established itself as a key player in the sustainable fight against the tiger mosquito.



A highlight of this edition will be the launch of the new generation **AERO TRAP and AERO TRAP Plus**, innovative traps featuring a redesigned, more discreet and premium look, incorporating up to **95% recycled plastic**.

Designed as a sustainable and scalable solution, AERO TRAP devices can operate **with or without CO₂**, allowing them to adapt to a wide range of consumer needs and uses.

Connected to the **MyBiogents** app, these new devices deliver an **enhanced user experience**, including positioning guidance, settings management, performance monitoring, and educational content on the mosquito life cycle.

A major innovation providing a long-term, insecticide-free response to the growing demand for tiger mosquito protection, for both private consumers and local authorities and professionals.



Biogents Official Partner of the Tour de France



Let us also recall that Biogents is an **Official Protector of the Tour de France** for the third consecutive year, deploying an educational and scientific approach aimed at the general public, local authorities, and professionals, and notably ensuring protection of the Fan Parks throughout the entire route.

Confirmed leadership in the mosquito control market

In 2025, the SBM Group ranked **No. 1 in the mosquito control market**, driven by the strong complementarity of the Thermacell® and Biogents brands.

Thermacell® recorded a **+5-point increase in market share year over year** (Source: GfK – specialist retail channel, January to December 2025)

BHS: a seeds and biodiversity offering aligned with new gardening uses

At JdC Garden Trends, SPG will also spotlight **BHS**, a brand well established in the professional turf market, which is now rolling out a comprehensive and accessible offer for home gardeners, in response to evolving uses and expectations.

BHS will notably present its new **biodiversity-focused flower mixes**, designed to attract and support pollinators and garden birds.

Available in **sowing boxes**, these mixes cover up to **45 m²** and combine flower seeds with vermiculite for easier sowing, starting in the fall.

Four references will be highlighted: Butterfly flower mix, Ladybug flower mix, Bee flower mix, Perennial flower mix for birds



These solutions illustrate BHS's commitment to promoting a more vibrant, sustainable, and biodiversity-friendly garden, while offering retailers differentiated, educational, and value-creating products on the shelf.

A comprehensive showcase of SBM Life Science and SPG brands

Beyond **Or Brun**, **Thermacell®**, **Biogents**, and **BHS**, the booth will also feature the latest developments from the brands **Solabiol**, **Caussade**, **Protect Expert**, **Détaupeur**, **Caillard**, **Le Paysan**, and **Pikétik**.

Join us in Hall 2 – Booth U24.

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.



SBM Life Science has deployed several flagship brands in Europe: **Protect Home®**, **Protect Garden®**, **Solabiol®** and **Biogents**. 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 innovator in the lawn and garden consumer market. Its portfolio features **BioAdvanced®**, a flagship brand found at major retailers like Home Depot, Lowe's, Walmart, and Amazon, as well as **Natria®**, a premier US brand for natural garden and pest solutions. For more information, visit our web site <https://sbm-company.com/>

SPG



SPG brings gardens to life.

A specialist in **vegetable and flower seeds** and **ground cover**, SPG has a heritage dating back to **1680** and was once a partner of the **King's Gardens at Versailles**. Today, SPG is one of the leading players in the gardening world, supporting home gardeners in creating and enhancing their living environments.

SPG is also the **exclusive distributor for the consumer market** of **Biogents mosquito trap solutions**, particularly in the fight against the invasive **tiger mosquito**. SPG's ambition is to contribute to the **renaturation of our planet, garden by garden**.

Our values and our teams: <https://jobs.spg-sas.com/>

Our messages: <https://www.linkedin.com/company/spg-sas/mycompany/>

BIOGENTS



Biogents, a leader in the French market, is a specialist in mosquito control, particularly targeting the tiger mosquito. Biogents designs and manufactures highly effective, insecticide-free mosquito traps used by scientists, mosquito control professionals, and private individuals around

the world.

Biogents also offers tailor-made solutions for local authorities and tourism professionals, supporting them in their efforts to control mosquito populations.

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



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