



## PRESS RELEASE

### SBM Life Science and Hozelock Exel join forces to deliver a tailored and differentiated in-store offering

***Écully, March 19, 2026 – SBM Life Science France and Hozelock Exel announce a new strategic partnership built around a shared ambition: to deliver greater value to consumers and garden retail partners through an exclusive, useful and easy-to-understand product offering at the point of sale.***

**Two French, family-owned companies, leaders in their respective markets,** have chosen to combine their expertise to **deliver a concrete response to the expectations of today's gardeners:** solutions that are effective, responsible and easy to use.

#### **An offering designed for retail... and for consumers**

This partnership takes shape through a unique combined offering, bringing together:

- Hozelock Exel's recognized expertise in spraying solutions and garden equipment,
- SBM Life Science's know-how in plant care and protection solutions.

Rolled out in a selective, exclusive and differentiated way depending on the retailer, this offering benefits from:

- a **strong and attractive promotional mechanic** (mail-in rebate offer),
- **dedicated and customized in-store visibility,**
- and a clear, usage- and **consumer-benefit-driven message.**

**The objective:** to simplify the purchase decision, highlight product complementarity and build brand preference at shelf.

#### **A shared ambition: creating sustainable value**

Beyond the commercial initiative, this partnership is part of a long-term approach aimed at: strengthening proximity with retail partners, supporting garden category performance by accelerating checkout sales, and accompanying the evolution of uses toward more responsible and more effective practices.

#### **An alliance built on shared values**

*"This partnership perfectly illustrates our vision: building useful, responsible and consumer-focused alliances. By combining our expertise with Hozelock Exel, we offer retailers a truly differentiated solution and gardeners concrete, effective and accessible answers."*

**Laurent Davier, Managing Director, SBM Life Science France**

“Hozelock Exel shares with SBM the same entrepreneurial culture and a strong commitment to meaningful innovation. Together, we have built an offering that makes sense in store, enhances advisory value and meets real consumer expectations. It is a win-win collaboration for retail.”

**Marc Ballu, Executive Director of Exel Garden, the entity bringing together Hozelock Exel in France, Hozelock Group in the UK and GF Garden in Italy.**

The operation runs from March 15 to June 15, 2025, at **Botanic, Truffaut, Apex, Gamm vert and Rural Masters**, covering nearly 2,000 stores across France.



## 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.**

**Let's grow**  
— TOMORROW —  
**together**

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/>

## About Hozelock Exel

A company of the EXEL Industries Group, located in the heart of the Beaujolais region, HOZELOCK EXEL is a family-owned industrial company that designs, manufactures and markets a wide range of products for the garden market (sprayers, watering hoses, composters, etc.) in France and internationally.

Innovation, sustainable and profitable growth, and international expansion are the pillars of our development. We are deeply committed to preserving our know-how, enabling an in-depth understanding of markets and customers, supported by strong proximity, flexibility and responsiveness.

Hozelock Exel designs and markets a comprehensive range of watering products and sprayers under well-known and widely recognized consumer brands: Hozelock, Berthoud, GF Garden, Laser Industrie and Tecnoma.

Hozelock works every day to make gardeners' lives easier by offering innovative, ergonomic watering products that deliver outstanding ease of use and comfort. The design of our watering products is carried out in Birmingham, UK. Hozelock products are designed by gardeners, for gardeners. Berthoud, a specialist in spraying solutions since 1895, offers some of the most technically advanced products on the market, featuring unique concepts and optimized user comfort. Our sprayers are manufactured in France, at our facility in Villefranche-sur-Saône (Rhône-Alpes). Component quality, assembly excellence, rigorous quality control at every stage of production and full traceability ensure high-performance, durable and reliable products.

Hozelock Exel holds the number one position on the French sprayer market with its Berthoud, Hozelock and Tecnoma brands.

Since 2023, Hozelock Exel has also marketed the GF Garden watering product range, following its acquisition by EXEL Industries Group in spring 2022. GF Garden is recognized as a pioneer in the development of recycled materials, combining reliability and innovation. This Italian company, specialized in gardening and watering tools, brings products that combine practicality, elegance and high quality.

The year 2023 also marked the integration of JAD Devaux into Hozelock Exel, expanding our range of garden tools. New additions include an eco-designed garden fork and fireplace-oriented products such as the Ardufeu range.

Finally, Hozelock Exel also designs and markets a range of professional sprayers to meet the specific needs of industrial markets, particularly in the construction sector. These products are marketed under the Laser Industrie brand.

For more information, please visit: <https://www.hozelock-exel.fr/>



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