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Front Lines

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Bayer Advanced Brand Transitioning to BioAdvanced

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After the sale last year of the consumer business from Bayer Environmental Science to the family-owned French company SBM Life Science, retailers and consumers will start to see different brand packaging rolling out next year. The brand will begin transitioning from Bayer Advanced to BioAdvanced Science Based Solutions starting in January 2018 with a new product, an All-in-One Weed & Feed, according to Lindy Wolfe, the marketing communications manager at SBM Life Science. That new weed and feed doesn't just prevent crabgrass, but kills it completely, and will be available in two sizes: 12-lb. and 24-lb. granules.

Retailers will be able to sell through the stock of Bayer Advanced products they have on hand, and when they reorder, they'll begin to see the new branding, likely with a sticker that says, "New name, same great results." The iconic blue packaging will remain the same with the new BioAdvanced brand.

I was able to speak with Lindy a little about the company that took over the Bayer home and garden business. Started by the Simmler family in 1994 in Ecully, France, the company is rooted in crop science and Lindy noted there are many similarities between it and Bayer, and it's in over 20 countries with 80 different products.

"Building on our experience in Europe developing organic plant protection solutions, soils and fertilizers, SBM will fill out its offerings with a full range of products for consumers. Our NATRIA products will bridge the efficacy gap."

The company will continue to supply lines of synthetic, natural and organic controls that originated both with Bayer and SBM Life Science. **GP**