

Verdesian Life Sciences Acquires SFP



Source: www.TurfMagazine.com

CARY, N.C. – Verdesian Life Sciences has acquired Specialty Fertilizer Products (SFP), a Leawood, Kansas-based company focused on fertilizer efficiency products. The transaction promises to benefit customers by building on Verdesian's history of bringing new, intellectually protected and patented products to market.

By joining forces with SFP, Verdesian will gain more than 270 patent properties and be able to offer:

- A broader portfolio for customers;
- More solutions to meet growers' needs;
- A greater focus on key customers with the largest plant nutritional sales force in the United States; and
- A robust pipeline in plant nutrition.

Verdesian will further enhance its position in the crop markets with the addition of AVAIL Phosphorus Fertilizer Enhancer, NutriSphere-N Nitrogen Fertilizer Manager and More Than Manure Nutrient Manager. These products complement the current portfolio that includes Nutri-Phite and Nutri-Phite Plus, Sterics, Take Off, PolyAmines and the INTX line of inoculants and seed treatments.

There will be no immediate staffing changes except in the reporting structure at the senior management level. The sales forces of both organizations will continue to service their clients through 2014. In early 2015, SFP will become Verdesian and a combined sales force will be formed.

Financial terms of the deal will not be disclosed. The current U.S. and international pricing, product distribution, programs and policies for all products offered by Verdesian Life Sciences, including the acquired SFP products, will remain in place through 2014.