

**PRESS RELEASE****Nichino Europe Co. Ltd secures Exclusive Distribution Rights for Vitrol in Europe**

Nichino Europe is pleased to announce that it has obtained the exclusive distribution rights for Vitrol, a molluscicide pellet based on a new active ingredient invented, developed and produced by Bros Sp zoo, Poland, for the control of slugs and snails in a wide range of European countries and UK.

Under this new agreement, Nichino Europe will be the sole provider of Vitrol to customers across Europe. This partnership reinforces the company's commitment to delivering innovative, science-backed solutions for the crop protection market beyond Europe.

"We are excited to bring Vitrol to European growers," said Manfred Hilweg, Managing Director at Nichino Europe. "This product represents a significant advancement in effective slug control using less hazardous active ingredients and offering a substantial opportunity to support sustainable farming as a biological product".

**About Vitrol**

Vitrol is a highly effective molluscicide containing the new and unique active ingredient ferric pyrophosphate. Vitrol disperses exceptionally well and is simple to use. Vitrol prevents arable, horticultural and ornamental crops from being fed on by slugs and snails. At the recommended dose, Vitrol is as effective as chemical alternatives in preventing slug and snail feeding. Vitrol is made as an attractive bait with a high attractiveness for the targeted slugs. It is designed to be one of the most effective plant protection products with minimal environmental impact. Vitrol helps growers achieve protection for their crops during emergence and later stages of development, laying the foundation for optimal yield and excellent product quality.

**About Nichino Europe Co. LTD**

Nichino Europe is a wholly owned subsidiary of Nihon Nohyaku Co., Ltd., Japan's first and oldest agrochemical manufacturer. Based in the UK, the company offers a strong and effective route to market, supplying growers within and beyond Europe with established and innovative crop protection products, adjuvants and biostimulants backed by global R&D expertise. Nichino Europe also delivers sustainable, forward-thinking solutions across Europe, the Middle East, and Africa, helping to increase agricultural productivity while promoting environmental stewardship.

**About BROS**

BROS is a Polish company with a long-standing tradition and a leading position in the Polish market for biocidal and repellent products. Its portfolio also includes a wide range of fertilizers, plant protection products, animal care products, as well as preparations supporting the proper functioning of septic tanks and household wastewater treatment systems. BROS products are available in Poland and in more than 20 international markets. The company has extensive experience in production, sales, and distribution, supported by a strong regulatory team that successfully addresses technological and regulatory changes across Europe.



**NICHINO EUROPE CO., LTD.**

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**Statement from Mrs. Monika Majerowicz, Export Director**

“We are very pleased to entrust the distribution of Vitrol to such a reliable and experienced partner as Nichino Europe Co. Ltd. We believe that this cooperation will ensure European farmers have broad access to a modern and highly effective solution for slug control.”