

GROWERTALKS

GT in Brief

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Bayer Environmental Science to Sell and Become Envu

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Bayer's Environmental Science Professional business will become Envu as a standalone company, contingent on the successful close of the acquisition of the business by private equity firm Cinven. That part of Bayer's business, which is headquartered in Cary, North Carolina, includes all their non-agricultural products, including turf and ornamentals, forestry, vegetation management, and professional pest control. You recognize Bayer product names like Broadform, Alliette, Compass and Chipco (fungicides); Sevin, Altus and Kontos (insecticides); and Marengo (herbicide).

Pronounced "ehn-VIEW," with the emphasis on the second syllable, the name is derived from "environment" and "vision," they say, and was developed with input from both employees and customers around the world.

The new company Envu plans to fully launch its new corporate identity upon the successful close, which is on track for later this year. Envu will also continue to collaborate with Bayer as a standalone company.

"As a trusted industry leader, we know that ensuring continued customer success requires strong partnerships and a renewed perspective," said Gilles Galliou, president of the Environmental Science Professional business at Bayer and future CEO of the new standalone company. "That's why Envu will be dedicated to bringing customers innovative solutions to help them push their business forward and tackle the toughest challenges our environments face today." **GT**