



NEWS RELEASE
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SePRO Corp. announces leadership for new SePRO Ag business unit



Sean Lynch



Duane Canfield

Carmel, IN – Industry veteran joins SePRO Ag as its first-ever Director of SePRO Corporation's new business unit, SePRO Ag. Sean will join Duane Canfield, Ag Marketing Leader to create a strong and experienced leadership team for growing the SePRO Ag business.

SePRO Corporation has been serving the needs for plant protection and plant management in key markets of aquatics, landscape, ornamental and golf, as well as production agriculture. The hiring of Lynch is part of an emphasis on agricultural markets to reflect current and future product offerings.

Lynch most recently was EVP, Agriculture Sales for Precision Laboratories, LLC a leading provider of specialized chemistries applied to plants, seeds, soil, and water. He also has served with Pfizer Animal Health, Monsanto Dairy Business and Novartis Crop Protection.

"Sean brings specialty crop and diverse agriculture business experience to SePRO Ag, in addition to his passion for building and working on teams that create genuine value and solutions for customers," according to SePRO President Tyler Koschnick.

What Is SePRO Ag?

"I am pleased to be heading a dynamic segment of SePRO Corporation, as SePRO Ag is embarking on a significant journey to expand specialty ag crop markets by accelerating the growth of its existing portfolio and preparing to expand labels and launch vital and unique crop protection offerings within the next 12-18 months," Lynch said.

The current SePRO Ag portfolio consists of Brake® herbicide for cotton, Bio-Tam® 2.0 biofungicide for control of grapevine pruning diseases and soil-borne pathogens, and Brake® On! herbicide for use on permanent crops.

SePRO Ag created a separate and distinct brand image in late 2021 as a precursor of these expansion plans, including launching a new website, Ag.SePRO.com.

"The goal is to provide crop protection chemistry for conventional and organic applications via a team of experienced sales, marketing and technical professionals who have a passion delivering unique solutions to our customers," according to Lynch.

"Wherever traditional or bio-rational chemistry can meet a small but vital need, SePRO Ag will be looking to deliver the solution to Upgrade Your Crop," Canfield said. "Upgrade Your Crop means to us and our customers what SePRO Ag will deliver in terms of crop yield and crop quality, particularly in diverse specialty crop markets across the U.S. like permanent crops and vegetables."

About SePRO Corporation

SePRO Corporation is dedicated to discovering and developing sustainable solutions. Founded in 1994, our mission is to provide plant protection and plant management products and services that fit specialized market needs.

We acquire, develop, manufacture, and market value-added products and services that satisfy the unique needs of our customers.

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