

# Arista Lifesciences Bulgaria enters 2017 with a new organization and an expanded portfolio

Автор(и): Растителна защита  
Дата: 30.11.2016 Брой: 11/2016

 Джозеф Михрина, маркетинг директор на Ариста Лайфсайънс за Европа, Близкия Изток и Африка, Петко Иванов, управител на Ариста Лайфсайънс България ЕООД и Милдани Назарков, мениджър маркетинг и продажби на Ариста Лайфсайънс България ЕООД /от ляво надясно/

*November 29, 2016, marked the official launch of Arista Lifescience Bulgaria, a new supplier of innovative products for integrated plant protection. Work on establishing the new company began in early 2016, and by the end of the year, Arista Lifescience Bulgaria had 10 employees offering 44 products, including seed disinfectants, herbicides, fungicides, insecticides, and biostimulants.*

"Bulgarian agricultural producers are quick to adopt new technologies, and as a result, I anticipate significant demand for the biostimulants we produce," said Joseph Mikhrena, Marketing Director of Arista for Europe, the Middle East, and Africa. "The launch of the new subsidiary in Bulgaria not only strengthens our position in this market; with it, we have successfully completed our expansion plan in Europe. Arista Lifescience Bulgaria will grow in close cooperation with local partners – agricultural producers and distributors – to offer a rich and needs-responsive product portfolio that is representative of our range of biosolutions."

All Arista products are manufactured in Arista Lifescience production facilities in France and Belgium, based on the achievements in biostimulant research and development at our development units in Saint-Malo, France, and in seed disinfectants in Ivesham, UK.

"I am extremely pleased with how the Arista Bulgaria team has developed," said Petko Ivanov, Manager of Arista Lifescience EOOD for Bulgaria. "It has become a cohesive collective of many experienced professionals, highly motivated and committed to offering our rich product portfolio to an increasing number of customers. With the support of the Arista technical assistance and R&D program, as well as our sales and marketing teams, we are confident that we can expand our portfolio in Bulgaria every year."

In 2017, Arista Lifescience Bulgaria expects to register five new products and three label extensions. The new products are:

- Silite (*dodine 544 g/l*)
- Caprovirusin (*Cydia pomonella 1x10<sup>13</sup> CpGV-M/L*)
- Talisman UL (*cypermethrin 20 g/l + piperonyl butoxide 57 g/l*)
- Akramite 480 SC (*bifenazate 480 g/l*)
- BM Start

New label extensions will also be added:

- Rancona i-Mix (*ipconazole 20 g/l + imazalil 50 g/l*)
- Select Super 120 EC / Centurion Super (*clethodim 120 g/l*)
- Proplant 722 SL (*propamocarb 722 g/l*)

Arista is a leading company for seed disinfectants in Bulgaria, such as Vitavax and Rancona 15 ME; baluricides - Pantera and Select Super; broad-spectrum insecticides - Nurelle D and Citrin Max; growth regulators and biostimulants, such as Atonik, Ruut, and Siapton. Each of them has a proven track record of success and provides our customers with better production quality and higher yields.

## About Arista Lifescience Corporation

Arista Lifescience is a global supplier of agricultural products, specializing in the sale and distribution of innovative plant protection and biotechnology brands. With over 200 active ingredients, Arista Lifescience possesses a well-integrated portfolio of biological and chemical products, offering comprehensive solutions to agricultural producers. The wide range of offerings includes biostimulants, fungicides, herbicides, insecticides, and seed disinfectants. Arista Lifescience has more than 4,000 employees in over 100 countries to serve its customers worldwide, and its revenue for 2015 was \$1.8 billion. Arista Lifescience is owned by Platform Specialty Products ([www.platformspecialtyproducts.com](http://www.platformspecialtyproducts.com)), a global supplier of innovative solutions and technologically advanced specialty chemical products and technical services. More information about Arista Lifescience can be found at [www.arystalifescience.com](http://www.arystalifescience.com).