

# PRESS RELEASE

THURSDAY 7 DECEMBER 2023



**idena**  
THE ANIMAL NUTRITION, NATURALLY INNOVATIVE

## **IDENA GROUP IS BROADENING ITS SCOPE OF INTERVENTION AND INNOVATION WITH THE STRATEGIC ACQUISITION OF THE VERTICAL GROUP.**

The **IDENA Group**, based in Sautron near Nantes (44), major player in the market for bioactives for animal nutrition for over 28 years, has taken a decisive step in its development by announcing the acquisition of the **VERTAL Group**, a company specialising in natural biosolutions for agriculture and livestock farming.

### **STRENGTHENING EXPERTISE IN BIOSOLUTIONS**

The **IDENA Group** (85 employees, €42 million turnover), with its strong commitment to innovation and sustainability in animal nutrition, is consolidating its core business with the acquisition of the Vendée company **VERTAL Group** (25 employees, €4.7 million turnover) based in La Rabatelière (85).

For over 20 years, **VERTAL Group** has specialised in the design of natural biosolutions based on the balance of the pH-RedOx Couplet. Drawing on its experience in the field and recognised agronomic expertise, **VERTAL** markets high-performance biosolutions for plant

production (soil activators and foliar fertilisers for crops) and animal production (supplementary feeds for livestock and effluent activators).

**VERTAL** supports agricultural professionals in their quest for natural performance and in the necessary ecological transition towards more environmentally-friendly technical production.



**VERTAL**  
PRÉPARONS LE TERRAIN NATURELLEMENT

### **EXPANDED OPPORTUNITIES AND COMPLEMENTARY PRODUCT OFFERINGS**

Already present in the plant sector through its subsidiary **STI biotechnologie** based in Fougères (35), the **IDENA Group's** acquisition broadens its prospects in the field of biosolutions for plant production and strengthens its position in the animal production market, creating a complementary product offering with no internal competition for market access.

By joining the **IDENA Group**, **VERTAL** will benefit from its technical expertise in animal production and recent

industrial production infrastructures to fuel its development in France and abroad. **IDENA** is already present in more than 60 countries, where it generates more than half of its sales.

**IDENA** and **VERTAL** share common values, notably the promotion of alternative solutions to conventional approaches, a belief in innovation in the French agricultural industry, and a constant focus on the end-user customer.



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## THE VERTAL GROUP RETAINS ITS OPERATIONAL AUTONOMY

Under the management of Franck COLAS, **VERTAL** will retain real autonomy in its operating methods. R&D, logistics and production will be pooled in the future thanks to the resources of the **IDENA Group**.



We are very pleased with this acquisition, which will enable us to be present throughout the agricultural production cycle, offering innovative alternative solutions for animal and plant production based on plant active ingredients and/or prebiotics. The complementarities between our two groups are obvious, and **VERTAL** will benefit from our R&D structure, our industrial and logistics capabilities and our export know-how. Our aim is to make **VERTAL** a major player in the biostimulants market by accelerating its development around shared values.



**Renaud DOMITILE**  
President of **IDENA**



I'm delighted to have sold the **VERTAL Group** to **IDENA**. In this period of strong growth, it was important to make a strategic choice that would guarantee the company's long-term development with a manufacturer that has the production, logistics and R&D capabilities and a presence in the export market. With a mindset, values and corporate culture very similar to our own, I'm convinced that **IDENA's** energy will breathe new life into the company, enabling **VERTAL** to accelerate its position as a pioneer in the biosolutions market.



**Patrick NEAU**  
Founder and current CEO of the **VERTAL Group**

## CONTACTS

### IDENA

21 rue du Moulin, 44880 Sautron  
+33(0)2 40 63 60 00  
renaud.domitile@idena.fr  
[www.idena.fr/en](http://www.idena.fr/en)



### GROUPE VERTAL

11 rue de l'industrie, 85250 la Rabatelière  
+ 33(0)2 51 42 62 55  
contact@vertal.fr  
[www.vertal.fr](http://www.vertal.fr)



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