

Pont-du-Casse, July 7th, 2026 – **For immediate release**

DE SANGOSSE GROUP strengthens its international presence through the acquisition of Norac Concepts Inc. and establishes operations in the Canadian market



DE SANGOSSE GROUP (DSG), a leading international player in biosolutions and innovative technologies for sustainable agriculture, announces the acquisition of Canadian company Norac Concepts Inc., a recognized specialist in agricultural adjuvants and spray assist products.

This strategic transaction marks a new milestone in the Group's international development. It aims to strengthen DSG's position in the adjuvant market while creating a major growth platform for the deployment of its full portfolio of biosolutions and innovative technologies across the Canadian agricultural market. Norac Concepts Inc joins the DSG ecosystem as an operating company, therefore maintaining usual business operations with key historical customers, suppliers and stakeholders.

An Acquisition Supporting a Sustainable Growth Ambition

Thanks to its proven expertise in adjuvants and spray assist products registrations, extensive distribution network, and strong market presence, **Norac Concepts Inc.** represents an ideal platform for advancing **DE SANGOSSE Group's** long-term growth strategy.

The integration of Norac Concepts Inc. will significantly strengthen the Group's global footprint in the adjuvants market, a strategic segment that plays a critical role in maximizing the performance of crop protection and plant nutrition solutions. This acquisition will also provide a valuable gateway for the progressive introduction of **DE SANGOSSE Group's** innovative portfolio of biocontrol, biostimulant, and plant nutrition technologies to the Canadian market, further supporting the Group's ambition to deliver sustainable and high-value solutions to growers.

"The acquisition of Norac Concepts Inc. is fully aligned with our international growth strategy. Beyond strengthening our position in the adjuvant market, this transaction provides a solid foundation to accelerate the deployment of our biosolutions in Canada and support growers in their transition toward increasingly efficient and sustainable agricultural practices," said **Nicolas Fillon, CEO of DE SANGOSSE GROUP.**

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"Joining DE SANGOSSE GROUP represents a tremendous opportunity for Norac Concepts Inc. Our expertise in adjuvants and spray assist products, combined with DSG's innovation capabilities, will enable us to expand our offering and deliver even greater value to customers across Canada," added **Bob Chyc, General Manager of Norac Concepts Inc.**

A Shared Vision for Agricultural Innovation

This acquisition is founded on shared values: close partnerships with growers, innovation, and operational excellence in support of sustainable agriculture.

About DE SANGOSSE GROUP (DSG)

DE SANGOSSE is an international group specialized in the development and commercialization of biosolutions for agriculture and pest control. Its innovative and proprietary solutions are deployed in nearly 70 countries through its network of 44 entities. For more information, visit: <https://www.desangosse.com>

About NORAC CONCEPTS Inc.

Norac Concepts specializes in adjuvants and spray assist products. It invests in research and new product development using advanced technology in agriculture. Norac Concepts products are sold into the agricultural, horticultural and vegetation management markets across Canada. The company is focused on helping customers achieve their goals and maintain profitable and sustainable operations. For more information, visit: <https://www.noracconcepts.com>

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