

#GrowingTogether

Rainbow announcement

Rainbow Expands in Australia with OzCrop Integration and Key Leadership Appointments

Rainbow, a leading global player in the crop protection industry, is excited to announce its strategic expansion into the Australian market. As part of this initiative, OzCrop Australia will be fully integrated and rebranded into Rainbow, further strengthening the globally recognized Rainbow brand and enhancing support for Australia's distribution network.

With 9 state-of-the-art production facilities and 2 cutting-edge R&D centers worldwide, Rainbow delivers over 300 active ingredients to more than 100 countries, ensuring that our products consistently meet the highest quality standards and address the evolving needs of modern agriculture.

By integrating and rebranding OzCrop into Rainbow, we will enhance our offering to the industry while maintaining our commitment to the B2B segment. Our global expertise will bring optimized solutions tailored to the specific needs of Australian agriculture.

In Australia, Rainbow will offer a comprehensive portfolio of products, including:

- A wide range of **active ingredients synthesized in-house**, complemented by additional ingredients sourced through strategic partnerships.
- Products formulated at our global facilities, meeting rigorous **quality assurance** standards.
- **300 product registrations** in the Australian market.
- A strong commitment to **new product development**, driven by both our local team and global R&D centers.

Additionally, we are thrilled to announce that Darrin Hines will be joining Rainbow as Partner and General Manager of Australia effective 1st October 2024. Darrin brings extensive experience and many successes from his 27-year career in the Australian crop protection industry and his partnership highlights his strong belief in Rainbow's vision in the Australian crop protection marketplace.

Under Darrin's leadership, Rainbow will leverage the strength of a global leader in crop protection with the local expertise and commitment of a dedicated Australian team, ensuring the ongoing delivery of high-quality products and exceptional sales support and customer service to Australia's distribution network.

Adam Phelan, former OzCrop General Manager, will take on the role of Head of Non-crop and New Business Opportunities for Rainbow in Australia. Adam's extensive industry experience makes him the ideal leader to drive growth in these emerging sectors. His proven ability to identify new opportunities and build strong relationships will further enhance Rainbow's commitment to serving a broad range of growing needs.

At Rainbow, we are dedicated to ensuring that these exciting changes not only strengthen our presence but also improve the support and services we provide to all of our customers. We look forward to continuing our successful partnerships and working together for a prosperous future for Australia's agricultural community.

