Since the ICL Group’s purchase of the Scotts Miracle Gro Company in February, a new name has been created for the global professional business: Everris.

The accompanying press release stated: “Representing the term “Ever Rising”, the name Everris is symbolic of the new company’s commitment to further enhance the technologies, products and services it offers to horticulture, agriculture and turf & amenity professionals worldwide. In addition to its English meaning, the name also represents the French, Italian and Spanish terms for “green”—“vert” and “verde.”

Everris will continue developing the range of products which includes Osmocote, Peters, Universol, Levington, Humax, Sierraform GT, Sierrablen Plus and Agroblen.

According to Everris CEO, Fred Bosch, the company’s new tagline, “Driven by Innovation, Inspired by Nature”, underlines its ultimate goal to bring professional products and innovative, sustainable solutions to ornamental horticulture growers, turf managers, landscapers and farmers. “Everris combines the technical expertise and resources of both Scotts and ICL, making us well-poised to take our innovative spirit to the next level,” he said.