

FOR IMMEDIATE RELEASE

Verano365 Promotes Herb Rabalais to President

Argyle, Texas; March 24, 2021 – [Verano365](#)[®], a Texas-based horticulture inputs start-up, has elevated Herb Rabalais to President. Rabalais joined the Verano365 team in January 2020 as an account director, and he takes the reigns as President from John Appel, who will focus on his duties as the President of BPS Agriculture, the parent company of Verano365.

"In the last year, Herb has shown incredible acumen for growing our Verano365 business by developing critical relationships with distributors, growers, and industry associations," said Appel. "Herb has a finger on the pulse of the grower, and he's stewarded our culture as a company. He's well positioned to take Verano365 to the next level from both an industry and business perspective."

Verano365 provides specialty horticulture innovations for greenhouse, nursery and hydroponic management, ultimately enabling growers to get the most out of their inputs—and Rabalais, a Louisiana state licensed horticulturist, is viewed as a trusted advisor to growers who are adopting the company's solutions.

Since March 2020, the company has launched three products to address grower needs like nutrient management, root development, yield, and plant quality. "Our Verano365 portfolio of products has ramped up at a rapid pace over the last 12 months," said Rabalais. "In the coming year, we'll continue to focus on industry adoption as well as research and development to bring new products to market. I'm honored to usher in this next phase of growth for the company and our team; but more importantly, I'm grateful for the opportunity to work with our customers every day."

Verano365's solutions are based on the company's proprietary formulation technology, OpusMAX, which acts as a carrier by forming supramolecular structures with active ingredients. As a host chemistry, dubbed as an inert by the EPA, OpusMAX enhances the efficacy of active ingredients and results in higher performing, more efficient solutions for horticultural inputs.

Since joining Verano365, Rabalais has secured agreements with the largest horticultural input distributors in the U.S. to sell the company's solutions, and he's established relationships with greenhouse, nursery, and controlled environment agriculture growers across the country. He's overseen numerous grower trials and critical launch strategies for the company's products: Evofactor, Thrivedo, and Nutrivix Zn | Cu. The company has a fourth product it will unveil in Summer 2021.

Prior to joining Verano365, Rabalais served as area sales manager for Sun Gro Horticulture, where he was responsible for multiple key accounts and led a team of nine district sales managers spanning across the Central U.S. and Mexico. During his career, Rabalais also worked as a territory sales manager for BWI Companies, and previously owned and operated a small business.

Rabalais is a graduate of Southeastern Louisiana University and earned a Certification in Horticulture from Louisiana Technical College. He and his wife reside in Abita Springs, Louisiana, with their two sons.

About Verano365

Verano365 aims to help the world thrive with healthier harvests. The Texas-based company provides specialty horticultural innovations utilizing a proprietary formulation technology, OpusMAX. Verano365's solutions for greenhouse, nursery, and hydroponic management enable growers to get the most out of their inputs, from more efficient use of fertilizers to enhanced yields and shelf-life. Verano365 is part of the BPS Agriculture family of companies. Learn more about how our products help growers maximize profit per square foot at www.verano365.com.

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