



Press Release - November 2019

Sergio Togni brings blue chip experience to Doff Portland's strategy to establish itself as the leaders in European slug control.

Already the leading supplier to UK retail sector, Doff's new EU registrations enable it to service the EU Professional sector.

Sergio's experience at Adama Europe covered a portfolio of roles from 2012 to 2016 – From EU to IMA Marketing, to Strategic Marketing global responsibility for Brand Development, Business Intelligence, and digital transformation.

In 2019, Sergio pushed the boundaries to become an entrepreneur and together with a partner acquired Agrico, founded in 1977. It was already a well-respected importer and distributor of quality agricultural products, servicing agriculture across Italy for over 35 years and specializing in tobacco.

Sergio graduated from Milan University with a degree in Agricultural Science, driven by a passion for nature and open spaces.

He started his professional career as a technical manager in an agricultural supply company. In 1994 he joined Makhteshim-Agan to establish their branch in the Italian territory. He developed the company with constant double-digit growth for about 15 years, ranking Makhteshim-Agan as one of the leading agrochemical companies in Italy.

A quote from Sergio, 'I am excited to be working with Doff and helping them build European business on the back of their Slug Control product registration strategy. We're on a journey together – this requires an enthusiastic and passionate team. We are building this and we will build brick by brick the future. Achieving great results together with a cohesive team, sharing the same excitement is fun, and the real meaning of success'

Note to Editors:

Doff Portland: Background:

Doff was established in 1946 in Nottingham, supplying small holders and market gardeners. In the 1950's, they became pioneers of metaldehyde slug pellet production, investing in a purpose-built site for pellet production in 2001

New shareholders joined the business in 2012, where they invested in new registrations, including ferric phosphate.



Doff are developing further new products for the slug control market and are also expecting to gain registrations in other European countries.

Doff is the leading supplier of own branded garden products to the UK retail sector, supplying all the largest retail chains. Doff's registrations in the EU are allowing them to provide European Retail with the same great value.

For more information, please email sales@doff.co.uk