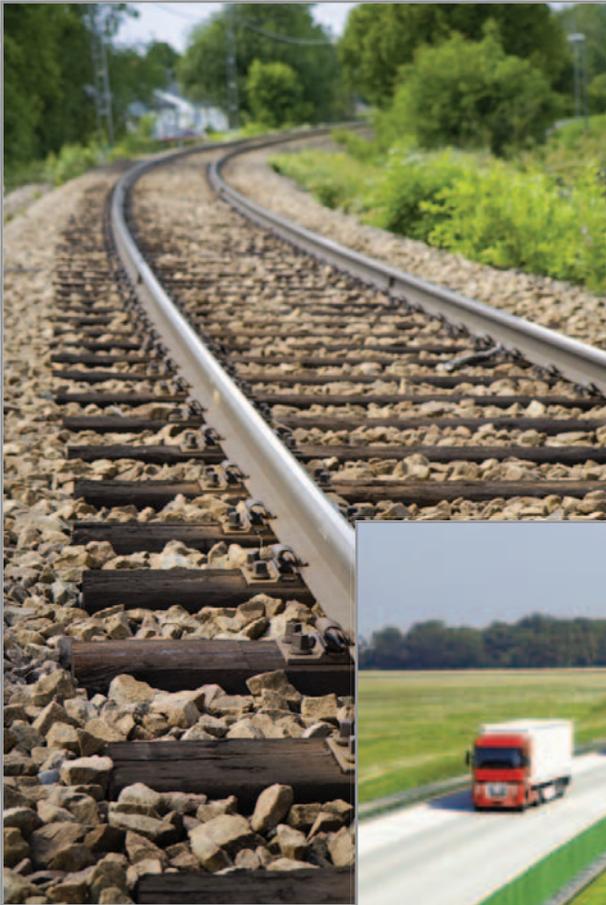




EsplAnade[®]
Advancing Weed Control



**Advancing
Weed Control**

Introducing Esplanade® Advancing Weed Control

Welcome to the next generation in weed control.

Developed specifically for the Industrial Vegetation Management market, Esplanade® is advancing weed control:

- Provides greater efficacy as compared to other pre-emergent products, controlling more than 75 grassy & broadleaf weeds including those tough resistant ones (Kochia, Marestalk, Russian Thistle, Pigweed).
- Delivers superior residual control you can trust, which means greater productivity and fewer retreatments.
- Requires less active ingredient on the ground delivering value for you and your customers, giving you a more sustainable option.



EsplAnade®
dvancing Weed Control

A little
innovation
goes a long way.

Convenient Packaging



Treats
64 Acres



Treats
6.4 Acres

Odorless Formulation Minimizes Public Concern



Non-Staining To Surfaces Without Leaving Residue Behind



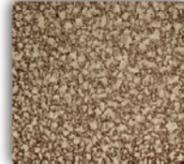
Esplanade® (5 oz/A)



Diuron (10lb/A)



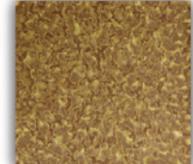
Untreated



Diuron (10 lb/A)



Esplanade (5 oz/A)



Proclipse (2.3 lb/A)

Esplanade® Sustainability

- Esplanade® is a Cellulose Biosynthesis Inhibitor (CBI)
- The most active CBI discovered to date
- A new mode of action to use in resistance management programs
- Controls tough resistant weed suspects like Kochia, Marestalk, and Russian Thistle



Esplanade® & Perspective controlling Kochia on rail



Strong User Benefits

Esplanade® delivers user benefits to help you do your job everyday. It requires minimal personal protection equipment. Esplanade® is also easy to transport, mix and apply.

Easy to Transport, Mix & Apply

Diuron 80 DF

400

25 pound bags
of standard product

10 pallets
(10,000 lbs.)

VS

Esplanade™

20

2.5 gallon jugs
of Esplanade®

10 cases of Esplanade
(450 lbs)

Minimal Personal Protection Equipment Required

Diuron 80 DF*

20
25lb bags
cover 64 acres
@ 8lbs per acre

VS

Esplanade™

1

2.5gal container
covers 64 acres
@ 5.0oz per acre

* PPE based on the USEPA Reregistration Eligibility Decision (RED) for Diuron, September 30, 2003



Esplanade
Advancing Weed Control

Broad-Spectrum Efficacy

Esplanade® delivers broad-spectrum control of over 75 weeds species, even the tough ones



Kochia **Marestalk** **Pigweed** **Russian Thistle** **Yellow Starthistle**
Sprangletop **Crabgrass** **Goosegrass** **Cheatgrass** **Medusahead**



Esplanade® treatments provide excellent long-term control, even on tough weeds like Kochia, Yellow Starthistle, Russian Thistle and Cheatgrass.



5 oz Esplanade® + 7 oz Milestone® + 4 qt glyphosate
5 months after treatment Weed, CA

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Proclispe is a registered trademark of Nufarm Americas, Inc
Milestone and Dimension are registered trademarks of Dow AgroSciences LLC



Esplanade
Advancing Weed Control

Unsurpassed Long Lasting Control

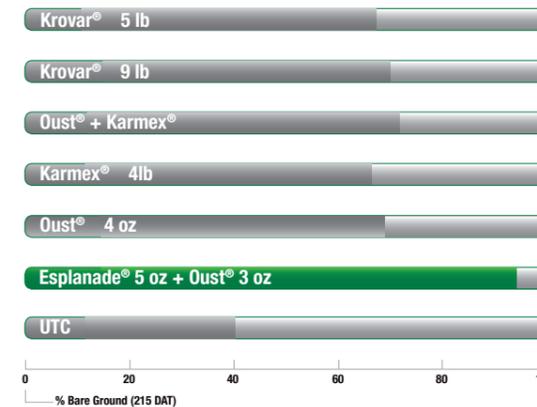
Esplanade® controls weeds for up to 8 months. Its long lasting pre-emergent performance includes:

- High & low rainfall environment
- Northern & Southern bare-ground applications
- Warm-season turf weeding applications
- Year around application

Esplanade® outperforms competitors in long term bareground studies.

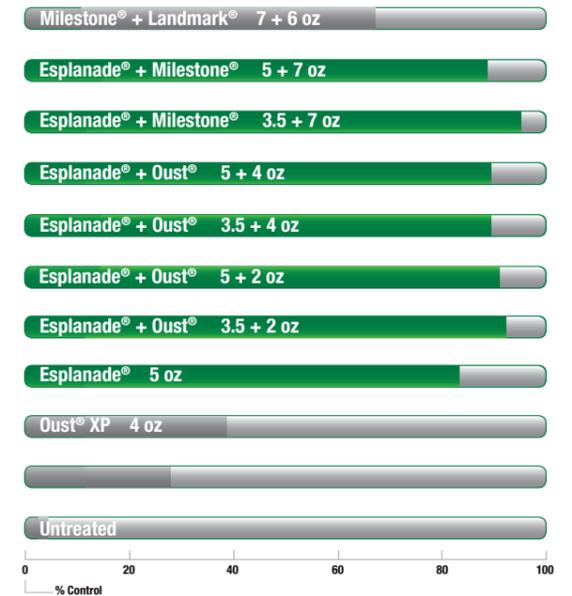
Bare Ground Results 215 days after treatment

Tampa, Florida, 2009



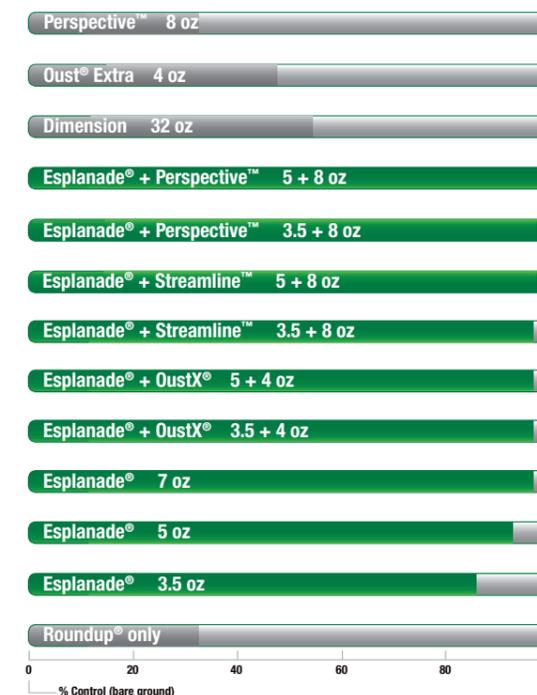
Bare Ground Results 6.5 months after treatment

Weed California, 2011



Bare Ground Results 3 months after treatment

Apex North Carolina, 2011



Long-term residual control of Kochia and annual grasses, even in high rainfall environments

Esplanade® + Oust®
4 months after treatment
Philadelphia, PA

Our mission: Bayer: Science For A Better Life

Bayer is an innovative company with a long tradition of research. By applying science to major global challenges, we deliver innovations that address unmet customer and market needs.



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