



EsplAnade™

Advancing Weed Control





EsplAnade™

A little innovation goes a long way.

Introducing Esplanade®: Advancing Weed Control

Welcome to the next generation in weed control. Developed specifically for the IVM market, Esplanade® is advancing weed control:

- New mode of action provides superior efficacy even on hard to control grassy and resistant broadleaf weeds.
- Delivers long term residual control you can trust, which means greater productivity and fewer treatments.
- Very low use rate delivers value for you, your customers and the environment.

At Bayer, we're all about innovative solutions and advanced technology. We stand behind our customers. After all, our job is to help you do yours.



Esplanade™



- ✓ **Convenient Packaging**
Treats 2.7 Ha
- ✓ **Odorless Formulation**
Minimizes Public Concern
- ✓ **Non-Staining To Surfaces**
Without Leaving Residue Behind



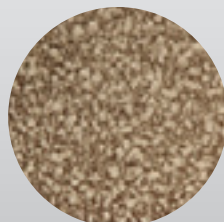
Esplanade®
(375 mL/Ha)



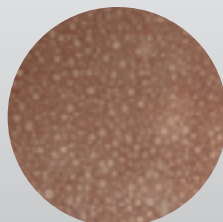
Diuron
(11.25 kg/Ha)



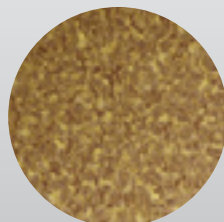
Untreated



Diuron
(11.25 kg/Ha)



Esplanade®
(375 mL/Ha)



Proclipse
(2.58 kg/Ha)

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, Marestail, and Russian Thistle

Esplanade® & Truvisl controlling Kochia on rail



Strong User Benefits

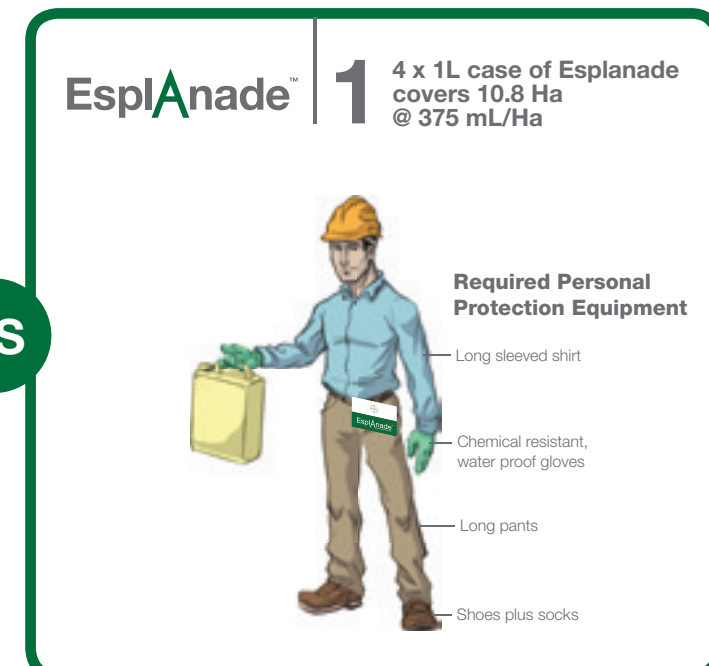
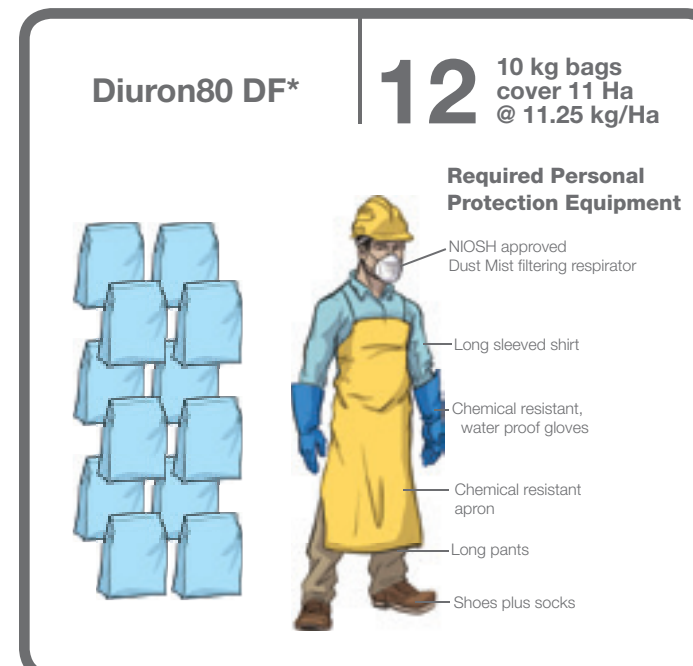
Esplanade® delivers user benefits to help you do your job everyday. It requires minimal personal protection equipment. Esplanade® is also easy to transport, mix and apply.

Easy to Transport, Mix & Apply



VS

Minimal Personal Protection Equipment



VS

PPE based on the PMRA label directives



EsplAnade™

Broad-Spectrum Efficacy

Esplanade® delivers broad spectrum control even on hard to control grassy and resistant broadleaf weeds.



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



375 mL Esplanade + 168 g Truvist + 3 L VisionMAX 4 months after treatment

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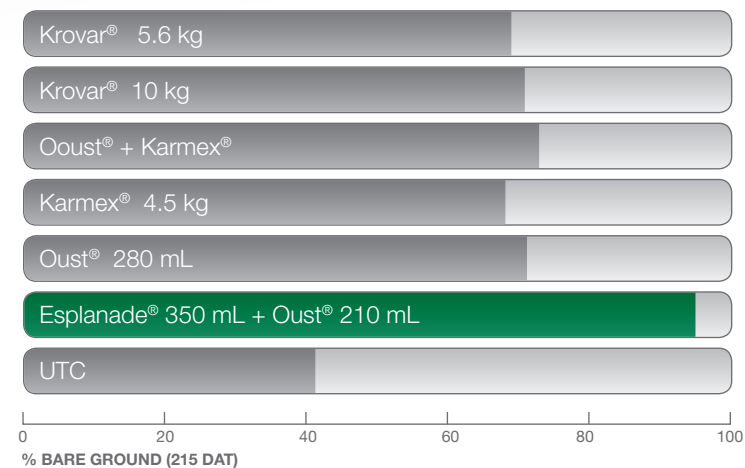
Unsurpassed Long Lasting Control

Esplanade provides long lasting residual control. Its long lasting pre-emergent performance includes:

- High & low rainfall environments
- Bare-ground applications
- Excellent tank mix partner
- Controls tough resistant weeds

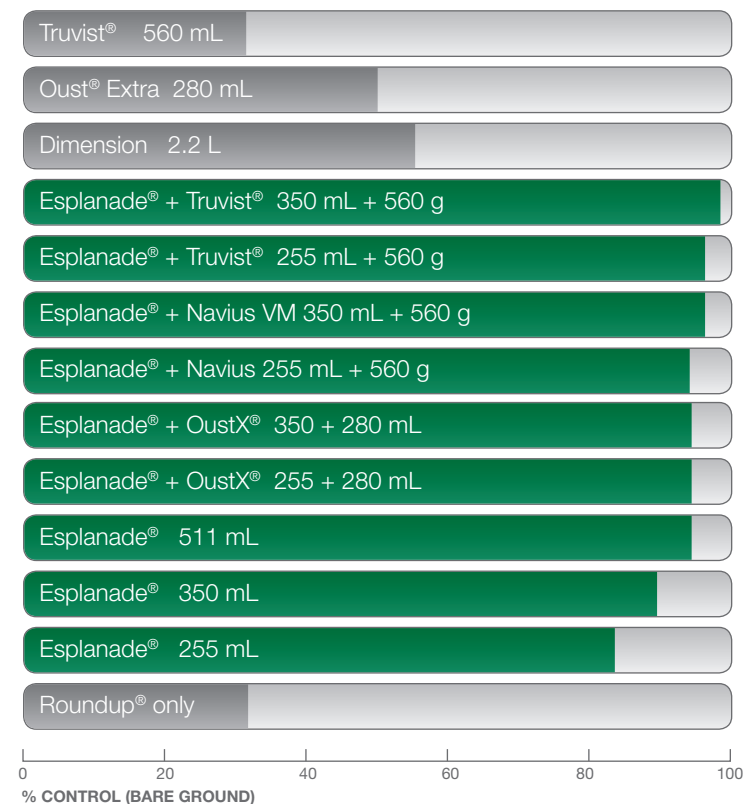
Esplanade outperforms competitors in long-term bare ground studies.

Bare Ground Results 215 days after treatment



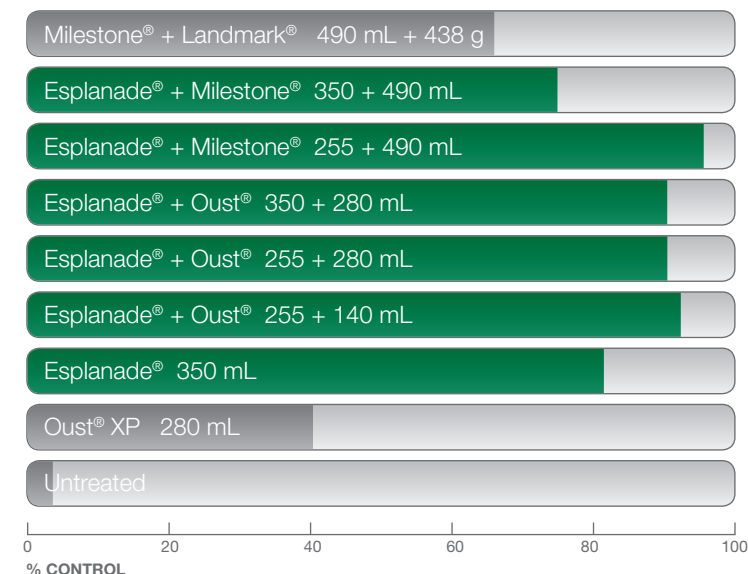
Bare Ground Results 3 months after treatment

Apex North Carolina, 2011



Bare Ground Results 6.5 months after treatment

Weed California, 2011



Long-term residual control of Kochia and annual grasses.

Esplanade + Milestone + VisionMax 358 days after treatment Cambridge, ON

Our mission: “Bayer: Science For A Better Life”

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

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BAYER
Science. Solutions. Success.



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