

# News Release



## BASF Launches 2015 Holiday Spray Promotion

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Get up to 8% earned credit on Intrinsic® brand fungicides from May 18 until August 31

RESEARCH TRIANGLE PARK, N.C., May 18, 2015 — The summer holidays are just around the corner. Soon, more players and more traffic will put more disease stress on golf courses. To help keep turf in peak condition, BASF is launching the 2015 Holiday Spray Promotion, featuring the most innovative **Intrinsic®** brand fungicides from BASF.

“By applying **Intrinsic** brand fungicides before Memorial Day, July 4 and Labor Day, superintendents can help control disease and boost plant health, and allow turf to withstand summer stress and grow more efficiently,” said Jeff Vannoy, senior product manager for BASF. “The Holiday Spray Promotion includes our newest fungicides, **Lexicon® Intrinsic**, targeted at greens and tees, and **Xzemplar®** fungicide, which offers curative and preventive control of dollar spot for up to 28 days. And now with limited time savings, it’s a great time to try them out.”

The promotion includes up to 8% in earned credit on qualifying fungicides on purchases made from May 18 to August 31. BASF is also offering a free Bose® SoundLink® Color Bluetooth® speaker (\$129 value) with the purchase of one case of **Lexicon Intrinsic** brand fungicide. Purchase must be made by August 31, and must be registered by September 18 at [betterturf.basf.us/holidayspray](http://betterturf.basf.us/holidayspray).

Featured products include:

**Lexicon Intrinsic** brand fungicide: Advanced disease and plant health solution for greens and tees. Provides curative and preventive control of 27 diseases for up to 28 days

**Honor® Intrinsic** brand fungicide: Ideal plant health solutions for fairways; two modes of action for control of up to 26 diseases

**Insignia® SC Intrinsic** brand fungicide: Cost effective for fairway use, it is the industry standard for plant health course-wide

**Xzemplar** fungicide: fast stopping power of a contact with long lasting, 28-day preventive action for ultimate dollar spot control. Now with BASF FIFRA Section 2(ee)\* recommendation for fairy ring, bipolaris leaf spot, and Rhizoctonia leaf and sheath spot

\* The BASF Technical Information Bulletins making the FIFRA Section 2(ee) Recommendations are available at <http://www.cdms.net>.

To learn more about the BASF 2015 Holiday Spray Promotion, visit [www.betterturf.basf.us/holidayspray](http://www.betterturf.basf.us/holidayspray)

**Always read and follow label directions.**

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### **About BASF's Crop Protection division**

With sales of more than €5.4 billion in 2014, BASF's Crop Protection division provides innovative solutions in crop protection, seed treatment and biological control as well as innovations to manage nutrients and plant stress. Its portfolio also includes products for turf and ornamental plants, pest control and public health. BASF Crop Protection is a leading innovator that partners with growers to protect and enhance crop yields, enabling them to produce high quality food more efficiently. By delivering new technologies and know-how, BASF Crop Protection supports growers to make a better life for themselves, their families and communities. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com) or on our social media channels.

### **About BASF**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has nearly 17,000 employees in North America, and had sales of \$19.3 billion in 2013. For more information about BASF's North American operations, visit [www.basf.us](http://www.basf.us).

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).

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