

THE GOOD STUFF

BASF
We create chemistry



For almost 15 years, the **Intrinsic® brand fungicides** have been foundational tools for disease management at thousands of courses. Here's why they continue to grow in value and importance in modern turf agronomy.

By Pat Jones



A few years ago, I was visiting a famed club that was weeks away from hosting a major championship, and the superintendent was briefing his team on the day's activities, including spraying **Lexicon® Intrinsic brand fungicide**. He told the team, *"Today, we put down the good stuff."*

I was reminded of that "wow" moment recently when I had the chance to interview **BASF Turf's Senior Brand Product Manager, Jeff Vannoy** about the past, present and future of their Intrinsic brands – including their flagship brand Lexicon. Here's our conversation.

Characterize the role of BASF in the golf business today.

We continue to be one of the leading manufacturers for the golf market, primarily developing fungicides, herbicides and a few insecticides. The fuel for our engine is, and always will be, innovation. We try to develop and introduce products that make a clear difference and provide discernible benefits to golf course superintendents. And, we don't invest much time into things that are already widely available. Our focus is on foundational products that give customers solutions they can trust for some of their biggest agronomic challenges.

How's business?

We've grown pretty well over the past 10 to 12 years. We believe that if we stay focused on customer needs and pay attention to changing trends, that we can always be on the cutting edge of developing products.

If you go back more than a decade ago when this run really started for BASF, it's clear that the Intrinsic brands were game-changers for us and a lot of turf professionals. We launched **Lexicon Intrinsic** and **Xzemplar® fungicide** in 2014. **Maxtima® fungicide** and **Navicon® Intrinsic brand fungicide**, a couple of transformational DMIs, came along in 2019.

We also launched an array of brands, including **Encartis® fungicide**, **Alucion® 35 WG insecticide**, **Finale® XL T&O herbicide** plus a few others. And then in 2024, we got into the snow mold market for the first time because we finally found a product in **Aramax® Intrinsic brand fungicide** that really had that discernible benefit to the superintendent. We've grown our portfolio but stayed true to the idea of innovation, which is a clear benefit to the superintendent, who is our livelihood.

How does BASF determine when and how to innovate?

We actually have a cross-functional innovation team that helps generate new ideas. These are people from different parts of BASF, many of them customer-facing, who are out there every day listening to customers and seeing firsthand the challenges they face. Instead of innovation only being a thing that's done by R&D and marketing, we truly fan out and try to make sure we're getting ideas from a broad array of different voices within the organization; then we let the best ideas win.

We've also always been very forward-thinking in the area of market research, both from very small, quick studies to one that we recently completed on our Intrinsic brand portfolio that was the most comprehensive, largest study we've ever completed. I have a saying, "300 superintendents giving their thoughts and ideas in research can't be wrong!"

What were some key things you learned from that research?

We wanted to understand what the Intrinsic brand means to superintendents today. How much confidence do they have in the Intrinsic product and in the plant health benefits they provide? The critical thing, obviously, is providing outstanding disease control, but we also wanted to know how the message about Intrinsic plant health benefits resonates with our customers now.



Jeff Vannoy
Senior Brand Product Manager, BASF Turf

We learned that, overwhelmingly, today's customers get it. They trust the science behind plant health at a very high rate. We found that, in general, this market has matured a lot when it comes to their feelings and thoughts on plant health. So today, we have a robust group of customers that are big believers in our Intrinsic brand. Superintendents buy the products where trials consistently demonstrate excellent performance every time, regardless of the conditions.*



How did the introduction of "the good stuff" – Intrinsic fungicide brands like Lexicon and Navicon – change the way superintendents think about disease management programs?

The change started when we began thinking about which annual sprays the superintendent sees as "non-negotiable." In other words, what are foundational parts of the disease management program that require the best available product? In those early Lexicon ads, we used the headline: "When failure is not an option, choose Lexicon." And, that connected with superintendents because they have to meet such high standards all the time.

Navicon also became a foundational brand for a lot of golf courses, containing Maxtima + Insignia® Intrinsic brand fungicide. That's a product they could count on and have in the rotation when there was heavy pressure. Aramax is on that list now, too, for fairways. When we adopted that foundational mindset, it really changed how we approached the market.

Talk about why formulation matters so much in foundational chemistry.

A lot of folks don't think about how important formulations are to success of a product. I use this analogy. You can go out and buy two cars that both have four tires, disc brakes and a V6 engine. But one car is a Porsche, and it's got a twin turbo. It is really fast, fuel-efficient and very reliable. The other car is a basic Honda Accord. It's also got a V6, four tires and brakes. But those extra components make them perform very differently. Formulations make a huge difference, and customers see it in our brands every day.

Why are the Intrinsic products so treasured by customers?

The product always performs the same. Whether the conditions are brutal or fair, it doesn't matter. The Intrinsic brand portfolio is built to operate under non-optimal conditions and to give that plant every advantage that it needs to be successful.*

What is the most important thing that they provide?

From a logical, practical level, it has to be very effective on the disease you're going after. Intrinsic brand fungicides give you the ability to go after 26 different diseases. And *"the good stuff"* gives you rock-solid confidence that it will work. But additionally, the customers often see that Intrinsic plant health difference in their greens and even fairways. Physiologically, that plant has more efficient respiration, and can better withstand stressors, like foot traffic, heat, humidity, cold and mechanical stress.

At the end of the day, a superintendent spends very little time thinking about chemistry. They have so many other things on their plate. So, the most important thing is the assurance that when they use one of the Intrinsic brand fungicides, they are going to work exactly as promised. It's peace of mind. It's an assurance that you're going to be okay through a big event or even a family vacation in the season.

How has the BASF Intrinsic Holiday Spray program been a difference-maker for customers?

When it all started in 2012, the Intrinsic Holiday Spray program was originally based around the Fourth of July spray. The thought was, how can we support superintendents on that weekend when there's going to be a lot of golf played? How can we help them ensure their greens are in the best possible condition? It's that foundational spray you build your program around. The program has since evolved beautifully from a one-shot thing to a regimen where – for cool-season turf – there are three or four greens apps of an Intrinsic brand from May into early September.

We didn't even have an Intrinsic Holiday Spray program for warm season in the beginning. Over the years, we have achieved that and, believe it or not, the program is actually even a little bit bigger in the south than it is in the north as far as the number of users.

Today, north and south, it's become a great planning tool that many customers find useful in preventing problems before they happen by using the *"good stuff."*

That's due to the reliable performance Intrinsic has delivered for nearly 15 years.

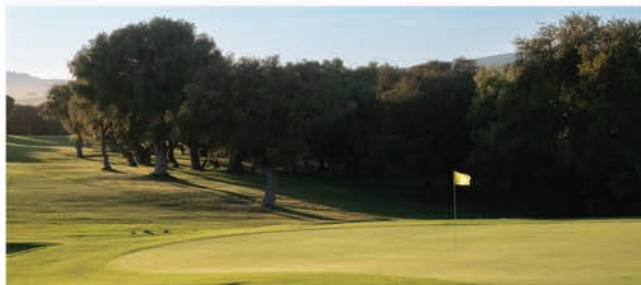


What else do you wish people understood about Intrinsic brands and what they mean to the market?

Over the years turf professionals have found that they are highly effective when they're doing greens, whether that's with bermudagrass sprigs or bentgrass sod. Also, you can achieve much faster recovery from aerification when you pretreat using Intrinsic. Last but not least, there's the plant health impact that helps the turf withstand weather, traffic and other stressors with the added bonus of stronger roots.

What's the most important thing you want superintendents to know about BASF and the value the Intrinsic brands bring to the market?

In a few words, trust, partnership and a brand promise to always provide the same efficacy year after year, application after application.* We will continue to deliver *"the good stuff"* because it helps make everything easier.



*When used as directed.

Always read and follow label directions. Not all products are registered in all states. Please check local regulatory sites for registration information in your area. Alucion, Aramax, Encartis, Finale, Honor, Insignia, Intrinsic, Lexicon, Maxtima, Navicon and Xzemplar are registered trademarks of BASF Agricultural Solutions US LLC. © 2026 BASF Agricultural Solutions US LLC. All rights reserved.

THE BASF INTRINSIC HOLIDAY SPRAY PROGRAM

COOL-SEASON TURF
MEMORIAL DAY TO LABOR DAY

GREENS

Around Memorial Day
Lexicon® Intrinsic
brand fungicide

Around Fourth of July
Lexicon Intrinsic
brand fungicide

August
Navicon® Intrinsic
brand fungicide

Around Labor Day
Lexicon Intrinsic
brand fungicide

FAIRWAYS & TEES

During May
Aramax® Intrinsic
brand fungicide

During July
Navicon Intrinsic brand
fungicide or Honor® Intrinsic
brand fungicide or Insignia®
SC Intrinsic brand fungicide

Mid-August to Mid-September
Aramax Intrinsic brand fungicide
or Navicon Intrinsic brand fungicide or
Insignia SC Intrinsic brand fungicide

Follow the program. Forget the guesswork.

The BASF Intrinsic® Holiday Spray Program is an easy-to-follow agronomic program designed to help your course thrive under the toughest conditions. Apply **Intrinsic brand fungicides** around major summer holidays to help protect your cool-season greens, fairways and tees from heavy disease pressure and summer stressors like heat, humidity and heavy traffic.



To learn more about the BASF Intrinsic Holiday Spray Program, contact your BASF representative or visit betterturf.basf.us/holidayspray

 **Intrinsic®**
Brand Fungicides

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THE BASF INTRINSIC HOLIDAY SPRAY PROGRAM

WARM-SEASON TURF
HALLOWEEN TO FOURTH OF JULY

GREENS

October

Navicon® Intrinsic brand fungicide

November

Lexicon® Intrinsic brand fungicide

March

Navicon Intrinsic brand fungicide or Lexicon Intrinsic brand fungicide

May to July

Lexicon Intrinsic brand fungicide or Navicon Intrinsic brand fungicide pre-aerification

FAIRWAYS

October

Aramax® Intrinsic brand fungicide or Navicon Intrinsic brand fungicide

March

Aramax Intrinsic brand fungicide

May to July

Insignia® SC Intrinsic brand fungicide or Navicon Intrinsic brand fungicide pre-aerification

Follow the program. Forget the guesswork.

The BASF Intrinsic® Holiday Spray Program is an easy-to-follow agronomic program designed to help your course thrive under the toughest conditions. Apply **Intrinsic brand fungicides** throughout the year to help protect your warm-season greens, fairways and tees from heavy disease pressure and winter stressors like reduced sunlight and cooler temperatures.



To learn more about the BASF Intrinsic Holiday Spray Program, contact your BASF representative or visit betterturf.basf.us/holidayspray



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