

Trinexapac - Ethyl just got better

Makhteshim-Agan introduces a brand new plant growth regulator: OPTIMUS®, an improved EC (emulsifiable concentrate) formulation containing less active ingredient than the standard - 175g/litre of Trinexapac-ethyl compared with the 250g/litre. Marketing trials have shown that Optimus can be used at the same application rate as the standard to obtain the same result in terms of crop height and lodging.

Active ingredient: 175g Trinexapac-ethyl
Formulation: Emulsifiable Concentrate
Mode of action: Inhibits gibberellin synthesis, slowing growth
Crops: Winter Wheat, Winter Barley, Spring Barley, Oats, Rye, Durum Wheat, Triticale
Pack: 1L
Maximum dose: Winter Wheat, Oats, Rye, Triticale and Durum Wheat - 0.6L
Spring Barley - 0.7L
Winter Barley - 0.9L
Grassland - 1.1L
Water Volume: 200 - 400L
Timing: Winter Wheat - Before flag leaf fully emerged (GS38-39)
Winter Barley - Before flag leaf fully emerged (GS37-39)
Spring Barley, Rye, Triticale and Durum Wheat - Before third node detectable (GS33)
Oats and Grassland - Before second node detectable (GS32)

Why switch to Optimus?

- Efficient formulation
- Consistent dose response
- Ease of use

Easy to use

Apply Optimus at the same 'Dose Rate'; e.g.

0.15L/ha of standard = 0.15L/ha Optimus.

The optimised formulation of Trinexapac-ethyl allows the same dose rate from a lower ratio product to give the same result.

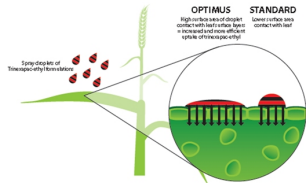
A more efficient formulation

- Optimus formulation contains longer chain fatty contains improved adjuvant system
- Increased lipophilic (oil loving) properties
- Leaf wax layer is also lipophilic
- Optimus droplets increase surface area on leaf
- Increased surface area allows more efficient uptake



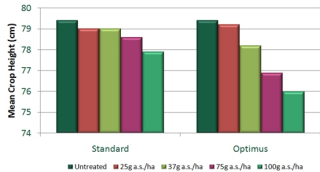
Water droplets (hydrophobic) stay round on leaf surface

1. The unique formulation of Optimus results in an increased affinity to wax layer of the plant.
2. These lipophilic characteristics result in an increase in the contact area between the Optimus formulation and the leaf
3. The increase in contact area results in efficient uptake of the product into the plant



Consistent Dose Response

Marketing Trials dose response - 5 trials (mean)



Mean 5 trials 2010
Distributor, Scottish Agronomy, TAG