

## **FOR IMMEDIATE RELEASE**

DATE: September 18, 2018  
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### **Nufarm to spotlight new Sure Power™ and Nufarm Edge Rewards Program at GIE**

Raleigh, N.C. (September 18, 2018) – Nufarm announces plans for The Green Industry & Equipment Expo (GIE) that will highlight Sure Power Selective Herbicide, a new standard in weed control, that provides fast early-season and late-season control of more than 250 challenging broadleaf weeds.

“In many ways, we’re seeing Sure Power take the professional lawn and landscape market by storm. It’s an exciting new label that is producing excellent cleanup of typically tough challenges like ground ivy and wild violet,” said Sean Casey, Nufarm VP Turf and Ornamental Sales.

#### **Sure Power Demo and Interactive Training Experience**

GIE attendees can visit Nufarm booth 22110 to tour a live display of wild violet take down and see superior trial performance. Enjoy an 11 am or 2 pm presentation, Thursday, October 18, from Nufarm expert Jason Fausey, PhD. Visitors can also join the Sure Power interactive training experience during all booth hours. The first 15 Sure Power training participants will receive a Nufarm “Power Pack,” including a solar-charged power bank.

#### **New Nufarm Edge Rewards Opportunities**

Attendees can alternatively earn the power prize (while supplies last) by registering for Nufarm Edge Rewards at the booth. The 2019 early order program offers the best line-up of herbicide, insecticide and fungicide product options to-date, including Sure Power. View eligible products and use the Nufarm Edge Rewards Calculator to review your savings potential at the booth.

#### **Powerful End-to-End Rotational Program**

New and returning customers can use rewards to save on dozens of proven brands, including an effective end-to-end rotational program to attain cleaner, higher quality turfgrass all season long.

#### **Leading Sponsor of GreenCare for Troops**

GIE attendees can claim a gift for visiting Project Evergreen’s Green Care for Troops at booth 365 and visiting its sponsors, including Nufarm. GreenCare for Troops connects green industry professionals with opportunities to volunteer lawn and landscaping services to help deserving military families with a deployed service member.

#### **Nufarm Exhibit Booth 22110**

At the Nufarm booth, a live drawing will be held on October 19 at 11 am for a portable jump starter! Nufarm experts will be on hand to discuss Nufarm's diverse portfolio of preferred products for turf and ornamental protection. Beyond new Sure Power, a few Nufarm products include:

### **SureGuard® SC**

Liquid SureGuard® SC delivers the same long lasting residual control of grass and broadleaf weeds that you've come to expect from SureGuard in a new convenient liquid formulation. Also, SureGuard SC enhances the speed and spectrum of glyphosate when used as a tank mix partner, even on glyphosate resistant weeds.

### **Celero®**

Celero® herbicide is a selective, post-emergence herbicide for control of sedges, including kyllinga in established residential and commercial turfgrass. The active ingredient in Celero translocates down to the roots to deliver superior sedge control in cool- and warm-season turf.

### **Aloft®**

Aloft insecticide delivers preventive and curative control to combat insects fast. Prevent troublesome turfgrass insects and surface-feeders – including white grubs – with a single early treatment or knock down existing pests with flexible application options from April to September. Plus, Aloft is EPA approved for fire ant control and is effective in attacking Red Imported Fire Ants.

### **Arena®**

Don't settle for insecticides that give up on control early. Get the best control and the longest-lasting residual out there with Arena® insecticide. Arena works as both a preventive and a curative, for outstanding control of chinch bugs, white grubs and a broad spectrum of other turf and ornamental pests with a single application.

For a complete list of Nufarm professional turf and landscape products, visit [www.nufarminsider.com](http://www.nufarminsider.com). For specific application rates, directions, mixing instructions and precautions, read the product label. Please visit [www.nufarm.com/us](http://www.nufarm.com/us) to download a full product label. ©2018 Nufarm.

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