

# Press Release



## Turf professionals observe powerful first-season results with Xzemplar fungicide and Lexicon Intrinsic brand fungicide

Recently registered fungicides from BASF provide consistent, long-lasting protection for turf management professionals

RESEARCH TRIANGLE PARK, N.C., January 12, 2015 – Unpredictable weather and troublesome diseases were no match for golf course superintendents and other turf professionals who applied **Xzemplar**<sup>™</sup> fungicide and **Lexicon**<sup>™</sup> **Intrinsic**<sup>™</sup> brand fungicide on their turf this season.

In addition to exceptional, long-lasting protection against diseases, including dollar spot, brown patch, summer patch and fairy ring, turf professionals who applied **Lexicon Intrinsic** brand fungicide saw plant health benefits, which resulted in greener, stronger, healthier turfgrass.

**Xzemplar** fungicide and **Lexicon Intrinsic** brand fungicide received U.S. Environmental Protection Agency (EPA) registration in 2014 in time for the 2014 season. In its first year on the market, superintendents and turf professionals witnessed powerful results.

Wally Gresham, superintendent at Sunset Hills Country Club in Carrollton, Georgia, has battled dollar spot on his acres for years. “We’ve had resistant dollar spot on our greens that never goes away,” he said. “Within a week after spraying **Lexicon Intrinsic** brand fungicide, the dollar spot was gone. It’s been a silver bullet for us.”

Matt DiMase, superintendent at Black Diamond Ranch in Lecanto, Florida, had similar successes this season. “We’ve seen Plant Health benefits, including increased root mass and shorter recovery time from the greens following aeration after using **Lexicon Intrinsic** brand fungicide. It provides a strong foundation for our course.”

The introduction of **Xzemplar** fungicide and **Lexicon Intrinsic** brand fungicide to the turf and ornamentals market demonstrates the commitment of BASF to developing new products.

“We’re constantly working to develop new tools to help turfgrass professionals and superintendents effectively manage their turf,” said Nick Tresslar, Marketing Manager, BASF Turf and Ornamental Solutions. “We had a great introductory season with **Xzemplar** fungicide and **Lexicon Intrinsic** brand fungicide, and are excited to continue providing effective solutions in the turf market.”

BASF recently spoke with golf course superintendents across the U.S. about the issues they faced on their courses in 2014. To learn more about these superintendents and their experiences with **Xzemplar** fungicide and **Lexicon Intrinsic** brand fungicide, click on the links below.

<https://www.youtube.com/watch?v=4aEOK3RRrRU>

<https://www.youtube.com/watch?v=NrO1zPKTXXg>

<https://www.youtube.com/watch?v=VIFKcEYtkBE>

<https://www.youtube.com/watch?v=gUANRkeBpUg>

Intrinsic, Lexicon and Xzemplar are trademarks of BASF.

For more information contact:

Barbara Aguiar  
BASF Corporation  
Tel: (919) 547-2305  
E-mail: [barbara.aguiar@basf.com](mailto:barbara.aguiar@basf.com)

BASF Corporation  
26 Davis Drive  
Research Triangle Park, NC 27709  
<http://agproducts.basf.com>

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

With sales of more than €5.2 billion in 2013, BASF's Crop Protection division provides innovative solutions in crop protection, seed treatment and biological control as well as solutions to manage water, nutrients and plant stress. Its portfolio also includes products for turf and ornamental plants, pest control and public health. BASF's Crop Protection division is a leading innovator that supports growers to optimize agricultural production, improve their business efficiency and enhance the quality of life for a growing world population. Further information can be found on the web at [www.agro.basf.com](http://www.agro.basf.com) or through our social media channels.

## **BASF - The Chemical Company**

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).

Always read and follow label directions.

All Rights Reserved.