



Sinochem Australia

Best in Class Performance with New Roundup DURA®

March 2017

The Roundup® brand is always associated with market leading glyphosate products and is well known for reliable and trusted performance. Now Sinochem are proud to launch the latest in the Roundup Family, Roundup DURA®, a 520g/L glyphosate present as a potassium salt.

Like all Roundup products, Roundup DURA has a unique proprietary surfactant system incorporated in the formulation that drives performance. With an active ingredient load of 520g/L, the Roundup DURA formulation is designed for peak performance efficiency with an optimal balance between surfactant load and glyphosate. It is the surfactant system that drives performance of glyphosate based herbicides.

This product is positioned to lead the 540g/L market segment and field trials have confirmed that on a litre for litre basis Roundup DURA will perform as good, or better than the dual salt 540g/L glyphosate that is popular in this segment.

Commercial Manager for Sinochem, Dom Bolton said, “Unfortunately since Roundup PowerMAX was

discontinued there have been many inferior formulations sold into this 540g/L market. With an increasing number of manufacturers trying to supply product into this space, price competitiveness has superseded product quality as the key goal. The main way generic suppliers lower their price is by compromising the surfactant quality and surfactant loading. Agronomists, consultants and end users have seen a drop in field performance of many 540g/L glyphosates due to this compromise.”

Mr Bolton added, “Field conditions are never ideal so you need the ideal surfactant system if you are targeting 100% weed control, that’s what users can expect with Roundup DURA.”

“This shows in its performance; in an independent Victorian winter weed trial, Roundup DURA (520g/L glyphosate) was compared against the 540g/L market leader (540g/L glyphosate) and was found that on a litre for litre basis Roundup DURA performance matched that of the competitor despite having a lower glyphosate load”, Mr Bolton added.

Roundup DURA is manufactured by Monsanto in a glyphosate-dedicated facility to international standard ISO 9001 so growers can have complete confidence in the quality of the product in the drum. Growers can also be confident that Roundup DURA is specifically formulated to be compatible with many tank mix herbicides, reducing application costs and time. Roundup DURA is so convenient to use because of a one hour rain-fastness and one hour time to sowing period in specified use situations. This means peace of mind for both the agronomist and the grower.

Whatever the broadacre situation is, be it pre-plant, pre or post-harvest, pasture topping, or fallow spraying, Roundup DURA will do the job, reliably and effectively.

There's a new knockdown this autumn. Roundup DURA®

- 520g/L High-flow formulation
- Powerful surfactant delivering great performance
- Compatible with a wide range of products
- 1-hour spray to sow
- 1-hour rainfast claim

Jump start your autumn weed control with a **FREE Powerbank!** Buy 200L, and receive a PowerAll Supreme powerbank valued at over \$300*. Featuring an emergency jump starter, LED flashlight and portable powerbank with multiple ports to charge your devices on the go. It's the perfect ally to have on the farm. Visit sinochem.com.au for more information.

*Terms & Conditions: This promotion is Sinochem International Australia Pty Ltd (SIA) 74100154010 whose registered office is at Level 8, 600 St Kilda Rd, Melbourne, VIC 3004. Purchase must be made between 1st February 2017 and 31st April 2017. Promotional quantities available on 2nd May 2017. Multiple purchases qualify for 1x PowerAll Supreme for each 200L Roundup DURA purchase, up to a maximum of 2x PowerAll Supreme per grower. For full terms and conditions and to redeem the powerbank, visit <http://www.sinochem.com.au/powerall>.
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