

News Release



BASF Introduces Pageant TR Intrinsic Brand Fungicide

Total Release delivery system provides ornamental growers with flexible treatment options for disease control

RESEARCH TRIANGLE PARK, NC, September 18, 2017 – BASF introduces **Pageant TR Intrinsic** brand fungicide, the newest in its line of Total Release fungicide and insecticide solutions. **Pageant TR Intrinsic** brand fungicide is designed for the professional ornamental grower who demands a quick and convenient way to apply crop protection on greenhouse ornamentals any time during the production cycle and during transportation.

In addition to use in enclosed greenhouses, **Pageant TR Intrinsic** brand fungicide has an additional label application for use in the cargo area of trucks. This provides growers with additional disease protection from the time plants leave the greenhouse to the time they arrive at the retail site.

Pageant TR Intrinsic brand fungicide delivers broad-spectrum foliar protection against seven key foliar diseases: *Alternaria*, *Botrytis*, *Cylindrocladium*, *Cercospora*, *Myrothecium*, powdery mildew and rust (*Uromyces*). Total Release solutions are efficient and easy to use. Growers do not have to mix chemicals or operate industrial application equipment with these ready-to-use products.

“Growers have a vested interest in ensuring the finished plants they deliver are healthy and attractive on retail shelves,” said Joe Lara, Senior Product Manager for BASF Ornamentals. “As part of an overall disease management program, Pageant TR [Intrinsic brand fungicide] helps them reach that goal.”

Always read and follow label directions.
Pageant and Intrinsic are trademarks of BASF.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 17,500 employees in North America, and had sales of \$16.2 billion in 2016. For more information about BASF’s North American operations, visit www.basf.us.

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.

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