

FOR IMMEDIATE RELEASE

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**Nufarm announces plans to feature new expanded Nufarm Rewards opportunities and honor GreenCare for Troops at GIE 2017.**

Alsip, Illinois (October 5, 2017) – Nufarm announces plans for The Green Industry & Equipment Expo (GIE), including the opportunity for participants to learn about and take advantage of the 2018 Nufarm Rewards program, which offers expanded reward opportunities for and distributor credits for end-users, across a range of preferred Nufarm products.

GIE, the industry's premier green industry exposition, will be held on October 18-20 in Louisville, KY, where Nufarm will showcase a full line of leading lawn and landscape protection products, including Celero<sup>®</sup>, Aloft<sup>®</sup>, Escalade 2<sup>®</sup>, and Arena<sup>®</sup>.

**Leading Sponsor of GreenCare for Troops**

GIE attendees can also engage with several Nufarm-sponsored activities spotlighting GreenCare for Troops – a Project EverGreen program that connects green industry professionals with opportunities to volunteer lawn and landscaping services to help the families of active-duty military members post- 9/11 veterans with a service-connected disability.

**T-Shirt Voting Contest Starts at GreenCare for Troops Booth #24092**

They also have the chance to vote for the best GreenCare for Troops T-shirt design. Pick up a voting token at the GreenCare for Troops booth #24092 and take it to vote on your favorite T-shirt design nearby at Nufarm booth #22110 – where attendees can also enter to win a Toro<sup>®</sup> walk-behind commercial mower, BOSS Snowplow walk-behind salt spreader and Yeti<sup>®</sup> cooler and tumblers.

**Nufarm Exhibit Booth #22110**

Of-age attendees can stop by for a free beer on Thursday, October 19, from 3:00-5:00 pm. Live drawings will be held at the Nufarm exhibit on October 19 and 20 at 5:00 pm to give away an Apple<sup>®</sup> iPad and Apple<sup>®</sup> Watch. First-day winner will be given first choice!

Nufarm experts will be on hand to discuss Nufarm's diverse portfolio of preferred products for optimum care of turf and landscape ornamentals.

### **Celero®**

Celero herbicide is a selective, post-emergence herbicide for control of sedges including kyllinga in established residential and commercial turfgrass, golf courses and sod farms. Imazosulfuron, the active ingredient in Celero, is a systemic sulfonylurea (SU) herbicide that translocates down to the roots to deliver superior sedge control. Labeled for both broadcast and spot treatment in cool- and warm-season turf, Celero is the ideal solution for difficult-to-manage sedges.

### **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.

### **Escalade® 2**

Nothing knocks down unsightly weeds like Escalade 2 herbicide. Escalade 2 combines three powerful active ingredients to control more than 240 broadleaf weeds. It starts working quickly to devastate weeds and help reduce callbacks. Plus, Escalade 2 can be tank-mixed with most liquid fertilizers and iron.

### **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. ©2017 Nufarm.

*Important: Always read and follow label instructions. As a leading supplier to the LCO and Golf Course market, Nufarm's US Turf and Ornamental team delivers a portfolio of products meeting the value, efficacy, and innovation demanded by the market to solve the daily pest and disease issues you face. Nufarm provides trusted and innovative brands such Celero, Aloft, Escalade 2, Arena, Affirm, Pinpoint, Anuew, Stellar, Millennium Ultra 2, Horsepower, and the 3336 brand family. Nufarm Americas, Inc, is a subsidiary of Nufarm Limited, a manufacturer, supplier and marketer of crop protection products based in Australia. Nufarm is recognized as one of the leading agricultural and turf chemical manufacturers in the world. Nufarm Americas, Inc. formulates products that serve the agricultural, professional turf, vegetation management and forestry markets in the United States.*