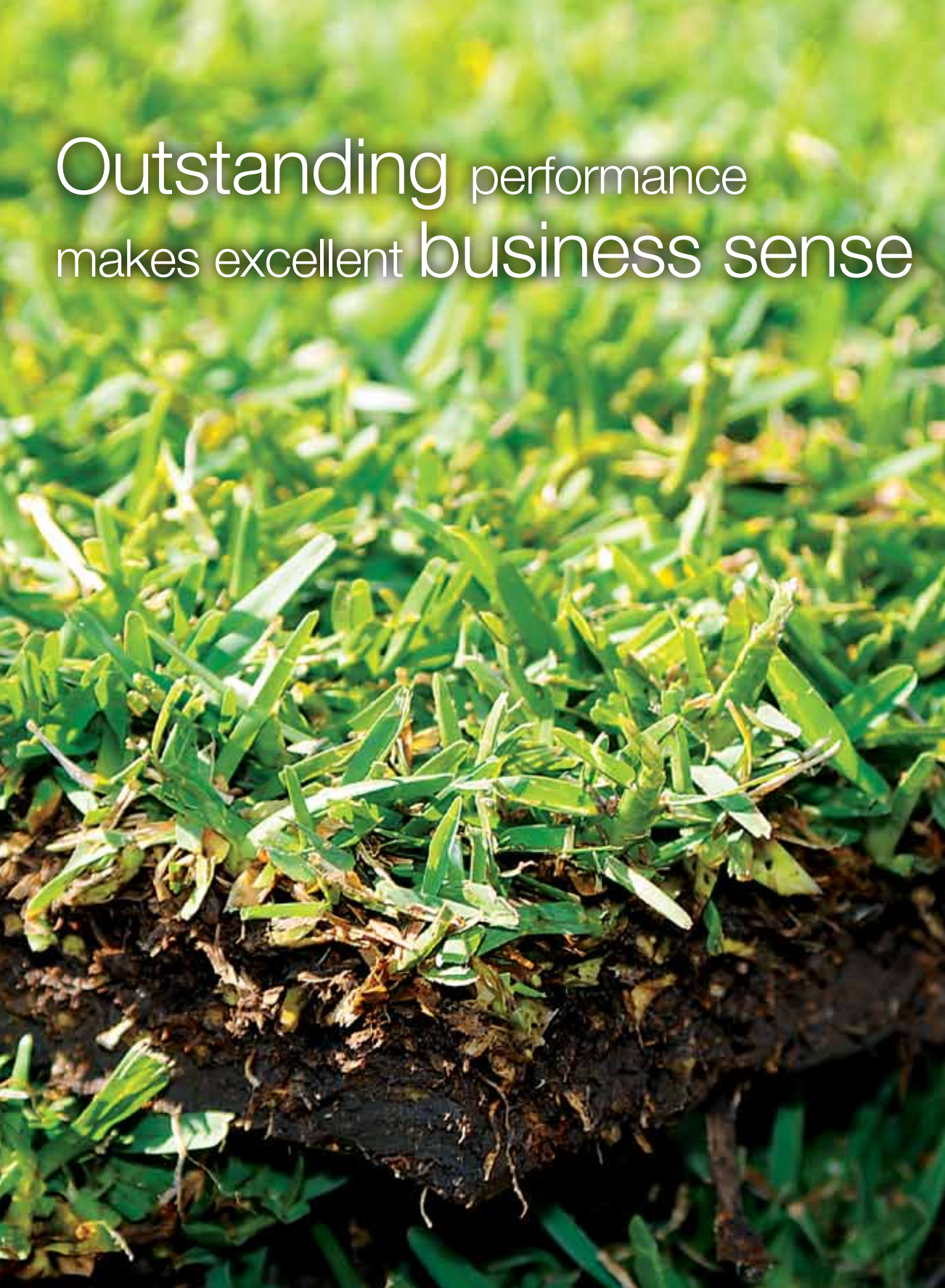


Outstanding performance  
makes excellent business sense



 **Acelepryn**<sup>®</sup>  
Turf Insecticide

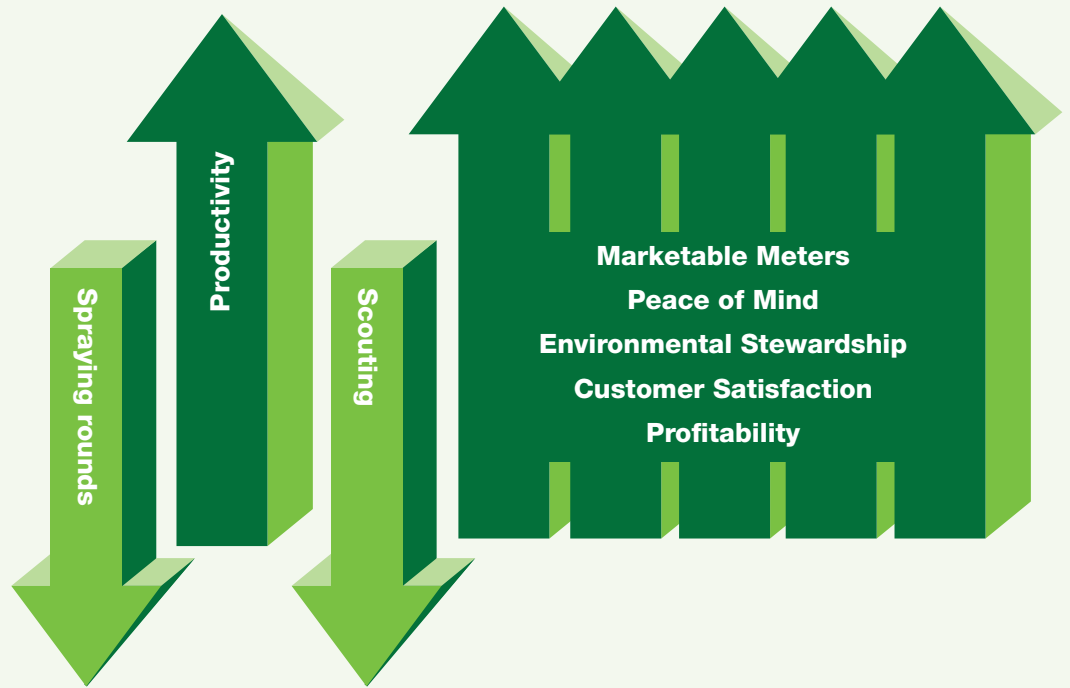
**syngenta**<sup>®</sup>

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## Benefits beyond excellent grub and caterpillar control

ACELEPRYN provides unmatched, season long grub control with a single preventative application. But ACELEPRYN delivers more than just outstanding grub control – that same application for grubs will control many key surface feeding pests including several species of caterpillars (Armyworm, Cutworm and Webworm).

**ACELEPRYN brings many benefits to a commercial entity interested in high levels of productivity, quality turf and customer satisfaction.**



## Quality turf achieved with the help of ACELEPRYN insecticide

**"I liked the idea that you can get control of over six months."**



Nick Behm, of StrathAyr Turf Systems at Seymour, in central Victoria, uses Acelepryn insecticide for season long control and grub-free turf.

Quality turf is a key to success for StrathAyr Turf Systems at Seymour, in central Victoria, and this has been helped with the inclusion of Acelepryn insecticide in the program in recent years.

StrathAyr Farm Manager, Nick Behm, said he had initially been drawn to Acelepryn because of its length of control on lawn grubs.

"I liked the idea that you can get control of over six months," he said. "As a production farm we are very busy and we want to have as little applications of chemical as possible. To have that six months control, longer control than some of the other insecticides, is definitely beneficial.

"You can go early on, just put it on your calendar to do and you know that job is out of the way. You can then concentrate on other things."

As well as saving time across the season on multiple sprays, Acelepryn has also provided very good control which is being demonstrated in the grub-free turf sold by StrathAyr.

"Grubs can certainly affect the growth of the turf with root damage," Mr Behm said. "One of the more important things is the product that goes out to the customer. The customer doesn't want to see grubs or pests in turf - whether there are a few grubs or a lot of grubs, so you try to eliminate that from the product that is going out the gate," he said.

"There's no doubt if you've got an

average product you probably won't get those repeat customers."

The health and safety aspects of Acelepryn were also important in it becoming a major product on the farm.

"There's no doubt the safer the chemical the better off the person mixing the tank is going to be. We try and steer away from the harsher chemicals because there is an OH&S factor which we've got to take into consideration," Mr Behm said.

"When our staff know they are using a safer chemical they prefer that."

StrathAyr farm is bordered by the Goulburn River which runs out of Lake Eildon.

"It's a beautiful river and a lot of fishing and water sport activity happens along the Goulburn River so it is important that we are using chemicals that aren't harsh on the environment.

"If you're spraying insecticides or herbicides on turf that's going out the gate fairly soon, you don't want to be having any problems with chemicals that can affect staff harvesting the turf or people installing it. You want to be as safe as possible."

StrathAyr encompasses 300 acres at Seymour and produces turf for the domestic market and for projects in Victoria and throughout Australia. This includes providing turf and advice for sports stadiums and race tracks.

## ACELEPRYN the one product ticking all the boxes

African Black Beetle	✓
Argentinian Scarab	✓
Argentine Stem Weevil	✓
Billbug	✓
Cutworm, Webworm, Armyworm	✓
Preventative control	✓
Curative control	✓
Season long protection	✓
Resistance management tool	✓
Novel mode of action	✓

Extremely low mammalian toxicity	✓
Low bird toxicity	✓
Low fish toxicity	✓
Low toxicity to bees	✓
Insecticide with unscheduled poison classification	✓
No re-entry restrictions	✓
No PPE requirements	✓
No overalls, waterproof/chemical resistant gloves, no protective eyewear	✓

## ACELEPRYN insecticide continuing to improve production at ALC

Acelepryn insecticide has helped to control lawn grubs and improve production over the past four years for John Keleher of Australian Lawn Concepts, at Canungra, in Queensland.

"We are using it religiously," Mr Keleher said. "It is doing a great job." In the past Armyworm, or lawn grub as it's commonly known, was a seasonal influence on the property and affected production.

"We battled through it like most of the turf industry," Mr Keleher said. "You look for the telltale signals or signs that are going to tell you you've got infestation already existing. By that time it is typically too late. You've already had damage and it's affected your timing of production."

Since switching to Acelepryn the issues with lawn grub damage have disappeared.

"We've actually had it under full use on the farm and it's proven to be a winner for us in managing the pests," Mr Keleher said. "We were a little bit sceptical. What a great product if it could solve the problems for us. We thought - wow - it's the golden goose." He said they initially went to customers with an offer to use Acelepryn as a value added product to provide peace of mind when they laid it.

"It wasn't going to be a product that they had to look after post-laying - they could say we're confident that

we've got a product here that won't need treating.

"They loved the idea, as we did. It was just a matter of putting it to the test and essentially that's what we did." Mr Keleher said exceptional results had been achieved.

"Overall it's been a great management tool for us with our turf production. I wouldn't consider doing anything else in the future - it's that good of a product. It's seen to be value for us and we can pass that value onto our customers and we are actually asking even more money for that product from our customers now because it takes away that pressure for them."

"Chemicals have got the tag as dangerous or potentially dangerous if they are used in the wrong way. This ticks all the right boxes in that area. That's great for us when we are working in the field."

Mr Keleher said it was a very simple product to mix.

"We haven't had any blocked nozzles. It's very, very easy to use and it comes in a great form so we can easily measure it out."

He said by using Acelepryn they had less weak patches across the farm.

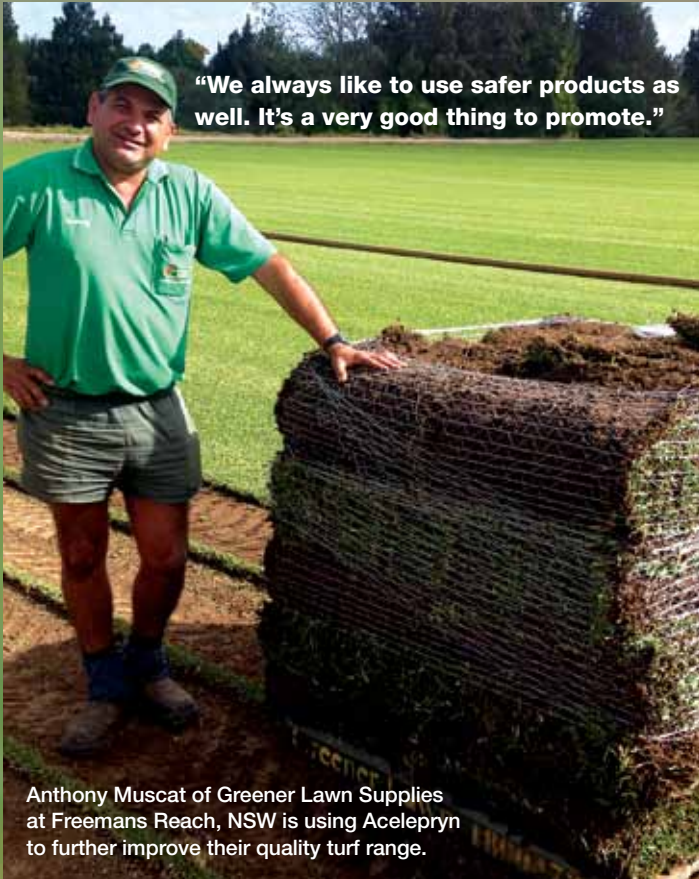
"It's a bit of an intangible benefit that we get from this product. It's measured in our yields initially but our customers enjoy the better product and consistency of product."

"We are using it religiously. It is doing a great job."



John Keleher, from ALC at Canungra in Queensland, has been using Acelepryn insecticide for many years for excellent control of lawn grubs.

## ACELEPRYN helping to produce quality product at Greener Lawn Supplies



**“We always like to use safer products as well. It’s a very good thing to promote.”**

Anthony Muscat of Greener Lawn Supplies at Freemans Reach, NSW is using Acelepryn to further improve their quality turf range.

The first season of Acelepryn insecticide use for Anthony Muscat of Greener Lawn Supplies at Freemans Reach, in the Sydney Basin of New South Wales, has further improved their quality turf range.

Mr Muscat decided to try Acelepryn this season and sprayed turf blocks in the first two weeks of October 2012.

He said they targeted turf that would be cut through until March and didn't have any issues in those areas with Black Beetle larvae and Armyworm throughout the season.

“There was more than six months control,” he said.

The timing of the application meant much of the turf being sent out to customers had additional protection.

The success of Acelepryn means it will be used as a promotional tool into the future.

“Quality products just help you get that advantage,” Mr Muscat said.

“It’s a very competitive market out here and you need some kind of an edge to make sure you get the right money for the product.”

“If we use Acelepryn, and then promote that we use Acelepryn, it can help with our marketing.”

Greener Lawn Supplies provides turf to a wide range of customers in both the retail and wholesale sectors.

One of their major clients are the Bunnings stores throughout many areas of Sydney and the greater New South Wales area.

Mr Muscat said Bunnings demanded lawn that was totally free of larvae and he had been able to achieve this with use of Acelepryn.

“They can't have any Black Beetle larvae in it at all.”

Other clients include landscapers, builders and the general retail sector with turf from the property ending up in a wide range of areas.

The safety of products used is a key consideration on the property, with Acelepryn having an excellent health and safety profile.

“We always like to use safer products as well. It’s a very good thing to promote,” Mr Muscat said.

He said Greener Lawn Supplies prided themselves on quality and service and the use of Acelepryn helped achieve those ideals.



**For more information and to download the full registered label and MSDS, ask your Syngenta Agent or go to [www.syngenta.com.au](http://www.syngenta.com.au)**

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