

News Release



BASF Turf & Ornamentals Expands Its Herbicide Offering With Broad-Spectrum Segment™ Herbicide

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Product delivers postemergent control of grassy weeds with no injury to labeled ornamentals

ORLANDO, FL, January 31, 2008 – 2008 Golf Industry Show - Golf course superintendents, lawn care operators and nursery growers can save intensive weeding labor and costs on more than 350 species of ornamentals with grass selective, postemergent Segment™ herbicide from BASF Turf & Ornamentals.

Segment offers selective control of weed problems in centipedegrass, annual bluegrass, and established fine and tall fescue turfgrasses. Turf pros and commercial growers can enjoy control with no injury to labeled ornamental plants at any stage of growth. In addition, Segment is the only postemergent grass herbicide that can be applied directly to trees or shrubs at any stage of growth, even at seedling and bud break stages.

“Superintendents, lawn care operators and growers all want pest control flexibility that minimizes labor costs,” said Dr. Toni Bucci, business manager, BASF Turf & Ornamentals. “With herbicides, that means broad-spectrum control of their most common grass weeds and a product that can be easily tank mixed to control even more weed species. Segment meets that need.”

Segment is federally labeled by the Environmental Protection Agency. Approved use sites for Segment include golf courses, bedding plants, ground covers, wildflowers, public buildings and recreation areas, shrubs and landscape areas, fences and hedgerows, general indoor/outdoor areas, plant nurseries and potting soils.

The active ingredient in Segment is sethoxydim, a member of the cyclohexanedione chemical family. Segment rapidly enters grass plants through the foliage and translocates throughout the weed. This inhibits the biosynthesis of lipids in grass species, including bermudagrass, crabgrass, goosegrass, and more than 25 others. Segment is rainfast in one hour. Its application rate is 8 oz. per 1,000 sq. ft.

For more information about BASF Professional Turf & Ornamentals visit betterturf.basf.us and betterplants.basf.us.