



CIVITAS WEEDfree BRAND™ Concentrate – Training Program

intelligro™
Smarter growth for a better world



Product Benefits

What makes CIVITAS WEEDfree BRAND Concentrate different?

- Proven to perform in numerous university studies
- Hybrid product featuring innovative, patent-pending Microtechnology
- Low odor formula
- Fast acting – visible injury on weeds within 12 hours
- Microtechnology improves penetration of reduced active ingredient formulation
- White emulsion helps identify where you've sprayed
- Affordable hybrid solution

What are the available sizes?

- 2 x 2.5 Gallons
- 30 Gallons
- 50 Gallons
- 275 Gallons

Always read and follow product label instructions.
Use of the product that varies in any way from the
product label instruction is a violation of federal and state law



What are the benefits to me?

- Differentiates your business from the competition
 - Be the first to market with a new innovative hybrid product
 - Be seen as a thought-leader who adopts new innovations
- Increases market share
- Exceeds customer expectations with a resourceful solution
- Reduces call backs and labor costs
- Opens up new customer markets
- Designed to be used in ultra-low volume sprayers, ultimately using less water over a greater area thus saving time for refills

Always read and follow product label instructions.
Use of the product that varies in any way from the product label instruction is a violation of federal and state law

What are the benefits to my workers?



Saves Time & Money

- CIVITAS WEEDfree BRAND Concentrate can be used in a wide variety of sprayers (10 -120 gpa rate)
- Designed to be used in ultra-low volume sprayers, ultimately using less water over a greater area thus saving time for refills

No Signal Word

- CIVITAS WEEDfree BRAND Concentrate has been categorized within the least toxic classification providing Lawn Care Operators with reduced exposure to chemicals active ingredients they work with everyday

Reduced Active Ingredients



CIVITAS WEEDfree BRAND Concentrate **reduces** the active ingredients (including 2,4-D) in comparison to other competitive products.

	CIVITAS WEEDfree BRAND Concentrate	Trimec	Speedzone	Fiesta
Active Ingredient	2,4-D, DMA salt* 0.885% Mecoprop-p, DMA salt** 0.573% Dicamba, DMA salt*** 0.109%	2,4-D, DMA salt* 25.93% Mecoprop-p, DMA salt** 6.93% Dicamba, DMA salt*** 2.76%	2,4-Dichlorophenoxyacetic acid, isooctyl 28.57% 3,6 Dichloro-o-anisic acid (dicamba) 1.71% Carfentrazone-ethyl 0.62% Propionic acid (mcpp) 5.88%	FeHEDTA (26.52%)



Active ingredients in **CIVITAS WEEDfree BRAND Concentrate**



Active ingredients in other Conventional Herbicides

Always read and follow product label instructions. Use of the product that varies in any way from the product label instruction is a violation of federal and state law



Calculator – Broadcast Application

The CIVITAS WEEDfree BRAND Concentrate Calculator makes it easy to see how much product you need based on your existing equipment. You can also calculate how much product and water you need for a specific spray area.

User: inputs spray volume* of their equipment with two options:

- a) Gallons / 1000sqft
- b) Gallons / Acre

User: inputs total amount of area to be treated

Calculation

Ounces per 1000sqft : Outputs ounces / 1000sqft rate based on label (ranges)

Tool calculates total amount of product needed based on amount of area treated input data (or Gallons per Acre same as above)

Product rate in Gallons	Spray volume (water/acre)
2	10-15
3	15-20
4	20-50
5-6	50-80
6-8	60-120

California

Product rate in Gallons	Spray volume (water/acre)
4	20-50
5-6	50-80
6-8	60-120

**Sprayer application volume must be known before determining application rate.*

Always read and follow product label instructions.
Use of the product that varies in any way from the product label instruction is a violation of federal and state law



Calculator – Spot Application

User: inputs total capacity* or desired amount of total finished spray solution (Gallons)

Calculation

1:12 product : water (total of product + water to equal user input)

Output = amount of CIVITAS WEEDfree needed (oz. and gallons) and instructions to fill container with water to input level (oz. and gallons)

Product rate in Gallons	Spray volume (water/acre)
2	10-15
3	15-20
4	20-50
5-6	50-80
6-8	60-120

California

Product rate in Gallons	Spray volume (water/acre)
4	20-50
5-6	50-80
6-8	60-120

**Sprayer application volume must be known before determining application rate.*

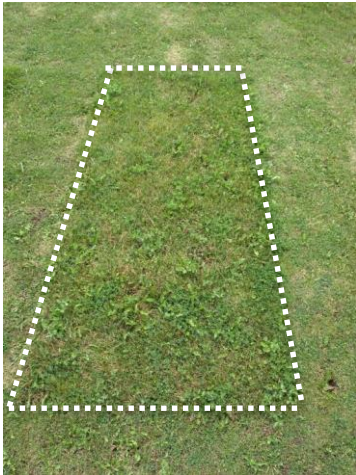
Always read and follow product label instructions.
Use of the product that varies in any way from the product label instruction is a violation of federal and state law

R & D Studies

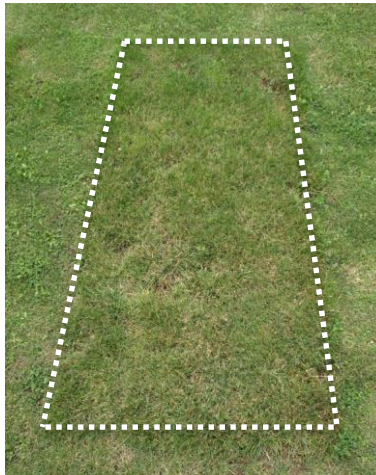


Efficacy in controlling broadleaf weeds - 6 weeks post treatment

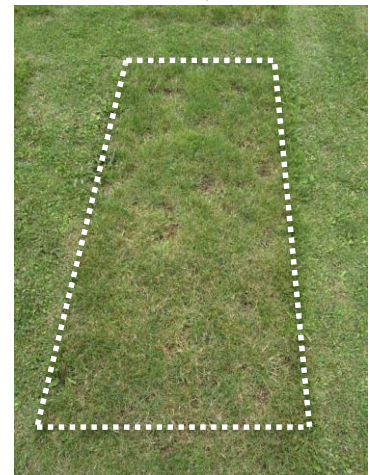
Untreated



CIVITAS WEEDfree BRAND Concentrate



Traditional 3-way mix



Extensive field trials conducted at:

- University of Guelph
- University of Illinois
- North Carolina State University
- University of Florida
- Pennsylvania Turf Grass Disease Institute

Always read and follow product label instructions.
Use of the product that varies in any way from the
product label instruction is a violation of federal and state law

Product Efficacy & Resourcefulness



- First-to-market hybrid selective herbicide featuring Microtechnology
- Kills over 60 listed broadleaf weeds without harming lawns*
- Low odor
- Visible injury on weeds within 12 hours
- No hazard symbol required
- For use on cool & warm season grass types



Before Treatment

2 Days After Treatment

15 Days After Treatment

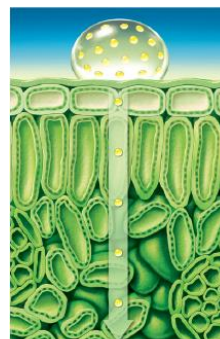
Dandelion treated, University of Guelph, 2007

* Do not apply to Bentgrass and Floratam. See full list of controlled weeds and use directions on peel away label.

Always read and follow product label instructions.
Use of the product that varies in any way from the
product label instruction is a violation of federal and state law

Technology / Innovation

- Microtechnology enhances penetration of the formula into the plant
- Delivery system penetrates into broadleaf weeds more efficiently, resulting in less active ingredients required to kill weeds right down to the root



Competitive product

CIVITAS WEEDfree
BRAND Concentrate

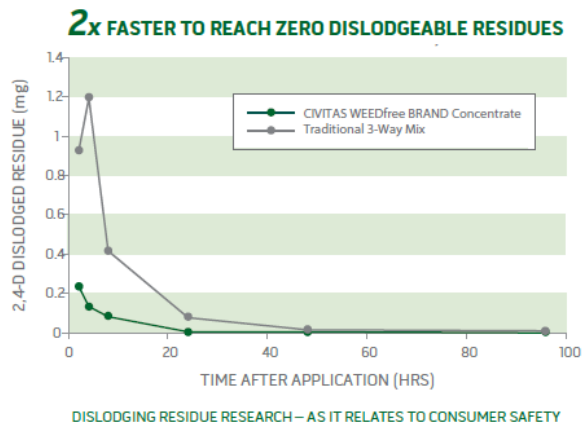
Images are for illustration purposes only.

Always read and follow product label instructions.
Use of the product that varies in any way from the
product label instruction is a violation of federal and state law

Differentiate Your Business



- A hybrid that fosters innovation and transforms plant protection in ways no one thought possible
- Has fewer dislodgeable residues after application vs. traditional 3-way mix which reduces chemical odor
- CIVITAS WEEDfree BRAND Concentrate is doing more with less



Always read and follow product label instructions. Use of the product that varies in any way from the product label instruction is a violation of federal and state law



Take advantage of the first hybrid selective herbicide with Microtechnology. **Stake your claim for a better solution** with CIVITAS WEEDfree BRAND Concentrate today.

For more information, please contact Greg Wallace at
grwallace@intelligro.com, (609) 619-1126

www.civitaslawn.com



Frequently Asked Questions

Q. When is the ideal time to apply? When weeds are young or when weeds are actively growing?

A. Spring and fall are the ideal times to spray. Especially when weeds are young, it is usually easier to control weeds with young succulent leaf tissue. Summer season weeds usually develop thick cuticles and are therefore harder to control. Generally fall is the best time to control weeds (September/October). If applications are made during very late fall, full weed control may not be seen until next spring.

Q. Does the product eliminate the need for a separate spray tank? Can it be tank mixed with other chemicals and fertilizers (except nitrates)?

A. Yes, they can be mixed in the same tank however we recommend doing a jar test and testing in small areas prior to widespread use.

Q. When is the best time for seeding after an application?

A. Applications should be made 3-4 weeks after sowing seed.

Q. Are there any times when I shouldn't apply CIVITAS WEEDfree?

A. Refer to "when to use" section of label for details - generally do not apply if air temperature is not between 45-85F. As well, turfgrass should be in overall good health and not under drought stress before application.

Q. Is there a required drying time before rain or irrigation or does it have to be watered in?

A. Dry time is 24 hours. Do not water in.

Q. What is the re-entry time?

A. For non-agriculture, you can re-enter once spray has dried. For agriculture, re-entry is 48 hours.

Always read and follow product label instructions.
Use of the product that varies in any way from the product label instruction is a violation of federal and state law