

Innovations

- History of Innovation
- Innovative Products**
- Market Approach

The KIXOR Story

Innovative weed control for today and tomorrow.

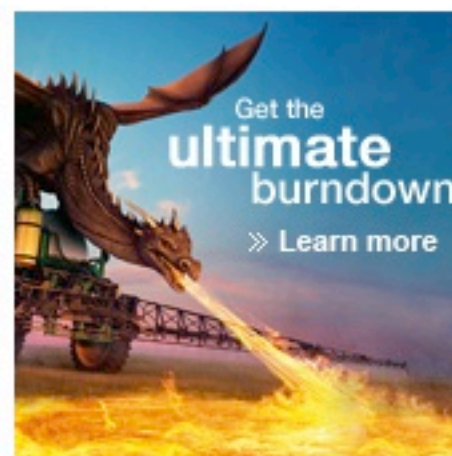
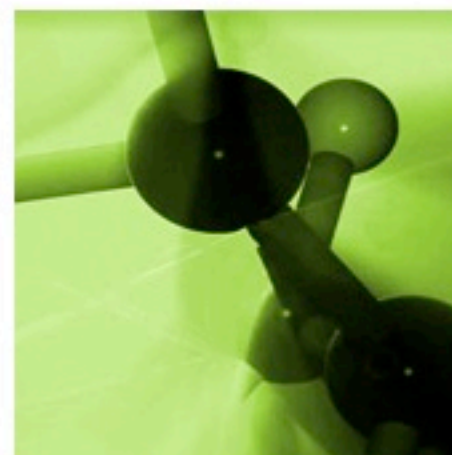
There's no such thing as a perfect herbicide. Weeds continue to evolve and tough weeds just keep getting tougher – herbicide-tolerant major weeds are becoming more of a challenge than ever to control.

Take a look at burndown herbicides. These products are critical to clearing out early-season weeds and giving your crops a jumpstart during the critical weed-free period. These herbicides are based largely on the active ingredient glyphosate, which looked to many like it was beginning to lose its effectiveness – until now.

Enter the new active ingredient KIXOR®. It's a breakthrough BASF technology that helps manage over 70 tough broadleaf weeds, including those resistant to glyphosate and other active ingredients, across a large number of crops. Its fast knockdown means weeds are eliminated sooner, giving you the opportunity to plant your crops into the cleanest fields possible.

Found in the recently introduced herbicides ERAGON™ and INTEGRITY™, KIXOR is a unique class of chemistry that, when tank-mixed with glyphosate, gives you sharp, sustainable weed control to help get the most from every acre.

In the coming years, KIXOR will be incorporated into a growing number of products around the globe, continuing the BASF commitment to innovate and continually improve crop protection.



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