

The Next Evolution in Roundup® Technology



Always read and follow label directions. Test conducted with MON77360, EPA Reg. #524-475 with comparison to Dow product carrying EPA Reg. #62719-322.

1. Test methodology: In scanning-electron microscopy Monsanto scientists identified penetrated formulations of both Roundup PRO and Glypro Plus in the mesophyll cell layer. These micrographs support the evidence that formulations containing Monsanto's patented PROformance Technology rapidly penetrate the leaf surface. Monsanto laboratory tests, 2001.

2. Test methodology: Radiolabeled formulations were applied at equal acid equivalent rates. Radioactivity was visualized by autoradiography following a simulated rain event two hours after application. Monsanto laboratory tests, 2000.

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- **More Concentrated Formulation**
- **Less Time**
- **Better Weed Control**



- **One-Hour Rainfast Warranty**
- **More Miles and Fewer Containers**
- **"Caution" Signal Word**
- **Monsanto 24-Hour Support:**
 - Technical
 - Environmental
 - Government and Public Relations

Roundup PRO Concentrate.™

The Next Evolution in Roundup® Technology.

New Roundup PRO Concentrate™ with patented PROformance™ Technology delivers unsurpassed weed control in a new, more concentrated formulation.

With Roundup PRO Concentrate, you get more miles per gallon, saving you and your crews time, money and unnecessary handling hassles. You'll improve worker efficiency, and you can choose the packaging that fits your application needs.

With Roundup PRO Concentrate, you're backed by Monsanto's commitment to quality and stewardship. And, Roundup PRO Concentrate is backed by Monsanto's One-Hour Rainfast Warranty.

Unsurpassed Weed Control

Get the confidence that can only come from a proven product and Monsanto's 25-plus years of experience with Roundup herbicide brands.

Roundup PRO Concentrate is part of the Roundup family of products, and provides unsurpassed control of a wide range of annual and perennial grasses, broadleaf weeds and sedges. In fact, no other herbicides control more weeds than Roundup PRO brands, including Roundup PRO Concentrate.

Same Great Performance as Roundup PRO

The concentrated formulation of Roundup PRO Concentrate delivers the same proven performance as Roundup PRO. Hundreds of trials¹ comparing the two formulations show that Roundup PRO Concentrate gives equal performance to Roundup PRO at an equal A1 rate of active ingredient.

Delivers More Than Glypro Plus

Other products may promise the same weed control at a lower cost, but research indicates otherwise. Roundup PRO Concentrate with PROformance Technology delivers three times more killing power right to the roots in the first two hours than Glypro Plus!

Monsanto scientists using scanning electron microscopy found that after just one hour, more product droplets were already at work in the leaf sprayed with Roundup PRO Concentrate than in the leaf sprayed with Glypro Plus.

Scientists also used autoradiography to photograph and measure the amount of herbicide in the roots. Time after time, at least three times as much Roundup PRO Concentrate was in the roots than Glypro Plus in the first two hours.

Patented PROformance Technology

Monsanto's patented PROformance Technology is what gives Roundup PRO Concentrate the punch it needs to outperform Glypro Plus.

PROformance Technology provides fast uptake, improved translocation and one-hour rainfastness. And those are the benefits you need to maximize the efficiency of your workers, reduce product performance checks and avoid unnecessary and costly application delays.

More Miles Per Gallon

Roundup PRO Concentrate's formulation is 25 percent more concentrated than Roundup PRO, so you'll get more treated miles per gallon. And the higher concentration means you'll have fewer containers to store, and your crews will spend less time loading and mixing and more time working.

Variety of Packaging Options

You can choose the packaging system that fits your program. Roundup PRO Concentrate is available in 2-1/2-gallon jugs and 30-gallon drums and shuttles, so you can choose the best size for your budget and application needs.

Peace of Mind with Monsanto

Every container of Roundup PRO Concentrate is manufactured and backed by Monsanto's 25-plus years of experience with the Roundup technology and Roundup product stewardship.

The favorable environmental characteristics of Roundup PRO Concentrate are supported in more than 30 years of research involving Glyphosate, the active ingredient. Glyphosate binds tightly to soil, making it unlikely to move to groundwater and has no residual soil activity, so it won't be taken up by the roots of untargeted plants. Data generated about the active ingredient is among the most extensive available today for any herbicide on the market.

Roundup PRO Concentrate carries the "Caution" signal word on its label, the least hazardous signal word designation. Roundup PRO Concentrate administered by oral and dermal routes has a very low acute toxicity to mammals (EPA Category IV).

Roundup PRO Concentrate is non-volatile, which reduces the risk of vapor moving to non-target vegetation.

The U.S. EPA, based on long-term toxicological tests, has also classified the active ingredient in Roundup PRO Concentrate as Category E for evidence of non-carcinogenicity in humans, the most favorable rating for pesticide active ingredients and one that few other products meet.

If you have any product or application questions, Monsanto provides 24-hour support. Call 1-800-ROUNDUP.

Count on Roundup PRO Concentrate

When it comes time to bid, don't cut corners by choosing unproven imitator products. Only Roundup PRO Concentrate delivers unsurpassed weed control to fit your toughest challenge.

Here's how you can benefit from Roundup PRO Concentrate's power-packed formulation:

- One-Hour Rainfast Warranty.** Roundup PRO Concentrate's patented PROformance Technology is backed by Monsanto. There's less need to check on product performance and less need to focus on the weather forecast for application timing. So your crews can keep working for improved worker efficiency.
- More Miles and Fewer Containers.** You'll see savings as you cover more miles and handle fewer containers with Roundup PRO Concentrate, which means less downtime for your crews.
- "Caution" Signal Word.** Roundup PRO Concentrate carries the "Caution" signal word on its label, which means the product fits your precise specifications. This allows greater worker convenience than products with more restrictive signal words.
- Monsanto 24-Hour Support:**

Technical. Monsanto personnel have the experience and know-how it takes to serve as resources for your weed control problems.

Environmental. Roundup PRO Concentrate's active ingredient has favorable environmental characteristics. It binds tightly to soil, making it unlikely to move to groundwater. It also has no residual soil activity, so it won't be taken up by the roots of non-targeted plants.

Government and Public Relations. Our industry affairs specialists focus on the issues that can hinder your activities around the state, and are ready to address those issues so you don't have to spend time defending your actions.

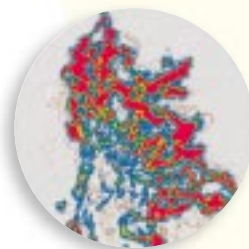
LEAF
ROOTS



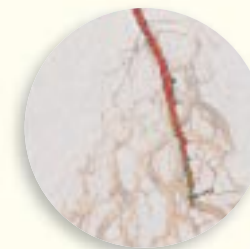
◀ This is a cross section of a weed leaf magnified 1000x. The yellow droplets mean Roundup PRO is already at work inside.



◀ This weed, sprayed with the imitator, has almost no droplets inside the leaf.



◀ Scientific photography taken two hours after application shows three times more Roundup PRO in the roots. More color means more herbicide.



◀ In the first two hours, almost no imitator herbicide has moved to the roots.

¹ Monsanto Research Trials, 1999 and 2000