



A Platform Specialty Products company

PRESS RELEASE

For Immediate Release

## **RANCONA<sup>®</sup> PINNACLE DELIVERS ADVANCED PROTECTION AGAINST SEED AND SEEDLING DISEASES**

*New RANCONA formula available in Canadian provinces*

**CARY, N.C. (DECEMBER 2, 2015)** – As Canadian growers begin to look for a disease defense to use in cool and wet soil conditions, Arysta LifeScience announces RANCONA PINNACLE – a ready-to-use seed treatment that offers broad-spectrum protection against yield-robbing wheat diseases. Containing *Ipconazole*, the formula provides excellent early-season protection against seed rot and a host of common diseases, including *Rhizoctonia* and *Pythium*.

“Growers, especially those in Canada, may use RANCONA PINNACLE on wheat, barley and other cereal seed to manage the risk of seedling diseases while improving germination and stand establishment,” says Chris Wooley, Seed Treatment Marketing Manager, Arysta LifeScience. “This easy-to-use disease defense promotes bigger and better yield potential for growers across various environments in Canadian provinces.”

### **Disease Protection**

RANCONA PINNACLE is a combination of the best-in-class triazole fungicide *Ipconazole* and *Metalaxyl*, making it one of the most effective seed treatments on the market. It can serve as a disease curative and preventative seed treatment through both contact and systemic activity. RANCONA PINNACLE provides both curative and preventative disease control during germination and seedling development.

When planting into cool, wet soils, this formula protects against diseases including seed- and soilborne *Fusarium*, *Rhizoctonia*, and seed rots, Common Root Rot, Common Bunt, Loose Smut and *Pythium*.

### **Optimized Performance**

“In university trials, growers who treated their fields with RANCONA PINNACLE saw increased yields versus those growers who used other leading seed treatments,” says Brian Schilling, Development Manager - Canada, Arysta LifeScience. “Profits are increased by enhancing varietal performance, which is a huge benefit to growers.”

With faster emergence than other fungicides and improved seedling germination, RANCONA PINNACLE results in increased stand establishment and healthier, more vigorous plants.

### **Availability**

RANCONA PINNACLE is available now through retailers and distributors in Canada, as well as throughout the U.S., including the Pacific Northwest and Northern Plains. For more information about the RANCONA family of seed protection products, visit [www.rancona.com](http://www.rancona.com).

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### **About Arysta LifeScience**

Arysta LifeScience, now owned by Platform Specialty Products, is a leading crop protection and life science company with 2014 revenues of US \$2.2 billion. An entrepreneurial provider of crop protection and life science products in more than 125 countries worldwide, Arysta LifeScience specializes in marketing and distribution of respected crop protection brands and life science products that meet the needs of its global partners. More information on the company is available at [www.arystalifescience.com](http://www.arystalifescience.com).

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