



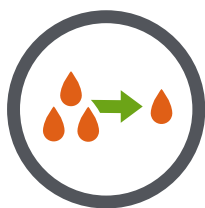
PLUS

ELIGIBLE

**Roundup**  
**PowerMAX<sup>®</sup> 3**  
HERBICIDE

## Weed Control Rooted in *Performance*

After 45 years of innovation and commitment to branded glyphosates, Roundup<sup>®</sup> brand agricultural herbicides continue to offer the same quality and reliable performance farmers expect. New Roundup PowerMAX<sup>®</sup> 3 Herbicide contains a unique surfactant blend with a higher concentration of glyphosate per gallon, allowing farmers to spray more acres per gallon.



With the highest concentration of glyphosate acid equivalent-per-gallon, 4.8 lb. A.E. per gallon, in the U.S. market, farmers can spray more acres per gallon<sup>1</sup> and retailers can optimize storage capabilities.



Contains a new proprietary surfactant blend that enables fast absorption, resulting in translocation throughout the plant, including the root system, for consistent weed control.



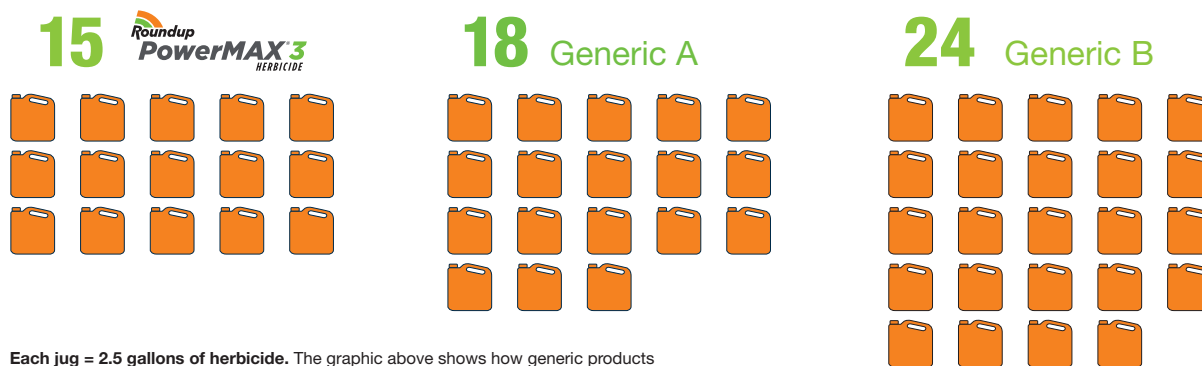
Rest easy knowing your crops are safe with proprietary CROPSHIELD<sup>®</sup> technology from Bayer.

<sup>1</sup>Compared to other glyphosate-based herbicides with lower A.E. per gallon and higher use rates in equivalent package sizes.

### /// VALUE OF A HIGHER A.E. CONCENTRATION

With the highest concentration of glyphosate acid equivalent-per-gallon in the U.S. market, Roundup PowerMAX® 3 Herbicide exceeds even the current Roundup® brand agricultural herbicides like Roundup WeatherMAX® and Roundup PowerMAX® Herbicides. With a higher A.E. concentration, farmers can cover more acres per gallon, which means less packaging, gallons to purchase and product to spray compared to competitors.

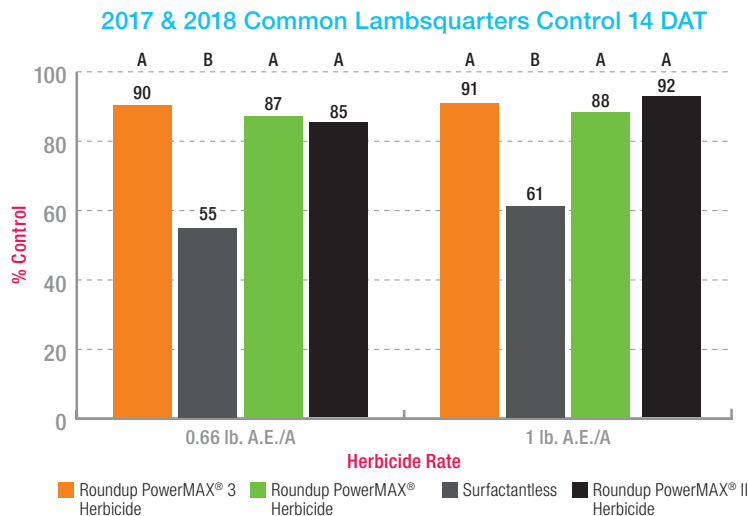
Comparing Against Competitors with Lower A.E. per Gallon, and Higher Use Rates, Based on 160-Acre Area



Each jug = 2.5 gallons of herbicide. The graphic above shows how generic products with a lower A.E. don't always measure up when it comes to effective control and value. *Generic A as 4 lb ae/gal and Generic B as 3 lb ae/gal*

### /// UNIQUE SURFACTANT AIDS IN PRODUCT EFFICIENCY

Surfactants are key for weed control because they increase spreading, retention and absorption. Roundup PowerMAX® 3 Herbicide has a unique surfactant package with proven performance.



Roundup PowerMAX® 3 Herbicide  
0.66 lb. A.E./A (15 DAT)



Surfactantless Glyphosate  
0.66 lb. A.E./A (15 DAT)

Two external trials, 10 internal trials. Small plot dimensions (approximately 30 by 10 ft.) Conducted in states including SD, MN, NE, ND, MI, IN, WI. External trials conducted with University of Nebraska and University of Wisconsin.

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS.

Roundup Technology® includes glyphosate-based herbicide technologies. Roundup Ready® technology contains genes that confer tolerance to glyphosate, an active ingredient in Roundup® brand agricultural herbicides. Agricultural herbicides containing glyphosate will kill crops that are not tolerant to glyphosate. Bayer, Bayer Cross, CROPSHIELD®, Roundup®, Roundup PowerMAX®, Roundup Ready®, Roundup Technology®, and Roundup WeatherMAX® are registered trademarks of Bayer Group. For additional product information, call toll-free 1-866-99-BAYER (1-866-992-2937) or visit our website at [www.BayerCropScience.us](http://www.BayerCropScience.us). Bayer CropScience LP, 800 North Lindbergh Boulevard, St. Louis, MO 63167. ©2020 Bayer Group. All rights reserved. 11T022110034

