

## **Introducing Image®**

### **Bad News For Tough Weeds**

It's all bad news for tough weeds this season thanks to Image, the powerful new broad-spectrum cereal herbicide from Nufarm NZ.

Image uses a unique formulation to banish difficult to control weeds in hard conditions. The result is a stand-out product that can cover almost twice as much ground for the same quantity of any comparable herbicide. And it's strong enough to impress even Nufarm's R&D officer Cynthia Christie.

"This is the Rolls-Royce of cereal herbicides," she says. Cynthia's been evaluating the product for the past three seasons on winter and spring sown wheat and barley in Canterbury. Even by her highly critical standards, the results have been something to talk about.

This is the product you want when you're struggling with difficult weeds like speedwell, henbit and fumitory, to name but a few.

Image is a triple mix, so it has three active ingredients - loxynil, Bromoxynil, and Mecoprop-P, which is an optical isomer of Mecoprop. "It's the first time these actives have been used in this particular formulation in the NZ market, so it's quite a step forward," Cynthia says.

Her three years of research have yielded a comprehensive stack of data on Image's effect on a wide range of troublesome weeds.

It's definitely a premium triple mix herbicide in the market because of its standout all-round performance, she says.

As with any herbicide, timing is very important, as are correct application rates, and of course correct water rates. "It's best to try and use these products to their maximum potential by following the label recommendations such as water and chemical rates and giving the product a chance to do a top job." Image is available now in 5L & 20L packs.

For a copy of the new Image brochure phone Nufarm on 0800 683 276 or pick up a copy at your local merchant.