

# STRAIGHT FORWARD

*Power meets simplicity for your most successful season yet.*

## *2023 Early Order Program*

### *Plan Ahead. Get Ahead: DSR Quick Facts*

The 2023 BASF Early Order Program (EOP) combines our powerful chemistries with an easy ordering process to give your customers their best season yet. With simple planning and saving, we can confidently move their turf success in one direction — **STRAIGHT FORWARD.**

### *2023 EOP Highlights*

- **Powerful Chemistry and Formulations:** At the heart of every BASF EOP are our cutting-edge solutions that deliver incredible turf results. Check out what's taking center stage this year:
  - ▶▶▶ **Anchoring foundational spray programs with Intrinsic® brand fungicides:** These innovative products have been setting the plant health standard for over a decade.
  - ▶▶▶ **Introducing Pillar® SC Intrinsic brand fungicide for lawn care:** This brand new chemistry, formulated for lawns, sports turf and other non-golf turfs, serves as a powerful tool for fighting and preventing diseases.
- **Industry-Leading Savings:** Order in October and save up to 25% on Design-Your-Own Program golf purchases and up to 10% on lawn care orders. Plus, we've introduced exciting new Kicker options and additional rebates for 2023:
  - ▶▶▶ **The Intrinsic Brand Fungicide Kicker (Golf Only):** Add any Intrinsic brand fungicide and apply an additional 1% Rebate Kicker on Design-Your-Own Program orders.
  - ▶▶▶ **Across-the-Course Solutions (Golf Only):** Spend \$25,000 or more on qualifying Design-Your-Own Program orders and earn a 10% rebate on Across-the-Course Solutions, formerly known as the Remaining Portfolio.
  - ▶▶▶ **The Pillar SC Kicker (Lawn Care Only):** Earn a 5% rebate on qualifying Pillar SC Intrinsic brand fungicide purchases.

BASF helps customers discover the very best solutions and EOP savings possible. Beyond our powerful products, our dedicated and passionate DSRs help ensure success at the start of the season. Let's make this EOP the best yet!

All of this information is available for your customers inside their 2023 EOP brochure and online at [betterturf.basf.us/eop](https://betterturf.basf.us/eop).

**Always read and follow label directions.**

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