

Dow AgroSciences



Defendor®

Defendor® specialty herbicide is a postemergence product that controls dandelion, clover and other high-anxiety weeds early, giving lawn care operators more time to focus on other aspects of the business. It performs best in cold weather, so applicators can spray Defendor in fall or in early spring and see the same superior results. It also is effective at extremely low use rates compared with competitive postemergence herbicides, so less product is needed to get the job done. For maximum application flexibility, Defendor can be purchased in 1-quart jugs or in a Value Pak with Dimension® 2EW specialty herbicide.

“If a customer calls to complain about weeds, they’re already discouraged. We started using Defendor herbicide so we could be proactive. We treated all of our properties with Defendor this spring, and we didn’t see any dandelion breakthrough. A lot of our competitors had callbacks. We were fortunate that we didn’t have to deal with that and could instead focus on other areas of the business.”

—NICK BRUMMEL, OWNER OF BRUMMEL LAWN & LANDSCAPE, KANSAS CITY, MO



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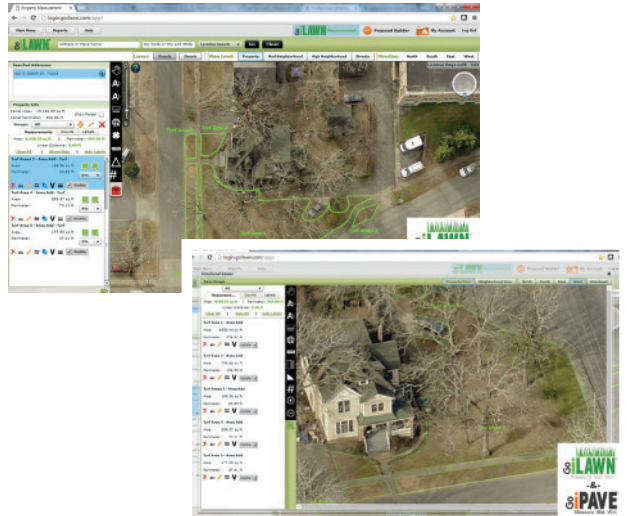
800-255-3726

DowProvesIt.com

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GIE+EXPO booth #3005

Go iLawn



Go iLawn is an online property evaluation tool, used by green industry businesses to assess job sites from anywhere.

Our customers use Go iLawn for:

- **Pre-Sales Assessment** – Using our measurement tools to produce the data they need to create a complete and accurate quote.
- **Sales Enablement** – Using our advanced imagery, drawing, grouping and sorting tools to sell, so customers can SEE what they are buying.
- **Operations** – Creating detailed jobsite maps to direct crews on the scope and procedures for doing work on the site.



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