

Discover Turf Excellence with Agrovista Amenity at BTME 2025

Agrovista Amenity is set to showcase two exclusive products within its portfolio at BTME 2025: the plant growth regulator Attraxor® and turf fungicide Maxtima®.

Visitors can find the Agrovista Amenity team in Hall One, stands 120 and 124, at the Harrogate Convention Centre from January 21 to 23, 2025.

Attraxor® – Redefining Growth, Take Control Today

Attraxor® is a highly effective plant growth regulator formulated with prohexadione-calcium, designed for managed amenity turf and grassland. By inhibiting the gibberellic acid pathway—a key growth-stimulating hormone—Attraxor® significantly reduces upward grass growth while enhancing overall turf quality. Key benefits include:

- Regulates growth of all grass species evenly
- Improves playing surface quality and turf appearance
- Reduces clipping yields
- Improves root development leading to healthier grass
- Rapid growth regulation even at lower temperatures

Maxtima® – The Dawn of a New Era in Turf Protection

Maxtima® is a cutting-edge turf fungicide featuring the innovative active ingredient mefentrifluconazole. This powerful demethylase inhibiting fungicide binds more effectively to target sites, delivering comprehensive and long-lasting disease control while ensuring exceptional safety for turfgrass. Benefits include:

- Controls the toughest turf diseases
- Exceptional turfgrass safety
- Low application rates
- Long-lasting protection

Meet the Experts

The knowledgeable Agrovista Amenity team will be present throughout the show, ready to offer expert advice and tailor solutions to meet your specific requirements. Don't miss this opportunity to learn more about these innovative products and how they can enhance your turf management practices.

Join Agrovista Amenity at BTME 2025 and discover the tools you need for thriving, high-performance turf.

For more information about Agrovista UK, visit www.agrovista.co.uk/amenity

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Photo Caption(s): Discover Turf Excellence with Agrovista Amenity at BTME 2025.

Notes to editors:

Agrovista UK Limited is a leading supplier of agronomy advice, seed, crop protection products and precision farming services. Working in partnership with arable, fruit, vegetable, horticultural and amenity sectors, Agrovista is committed to helping customers manage their businesses more efficiently and more profitably. We are dedicated to our company purpose - releasing agronomic potential.

With roots originating more than 60 years ago, Agrovista offers a unique blend of local experience, research-based expertise, customer-based knowledge and trusted relationships; practicing values of honesty, integrity and fairness across all aspects of the business. Agrovista also embraces care for the wider environment, with an understanding of the important role now played by all those who manage the land, through dedicated initiatives such as Agrovista Soil Health and Agrovista Decision Support services.

Agrovista is part of leading international parent company, Marubeni Corporation.