

For Immediate Release

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**Sumitomo Chemical Launches a New Pesticide PLEO® FLOWABLE in Japan**

Sumitomo Chemical Company, Ltd., announced today that it obtained registration for a horticulture pesticide, “PLEO® FLOWABLE” (common name: Pyridalyl) on August 6, and has launched the new product in Japan today. PLEO® FLOWABLE contains a proprietary active ingredient developed by Sumitomo, which is highly effective against lepidopteran insects and thrips.

Sumitomo has a wide range of insecticide and fungicide products for horticultural use, which include “SUMITHION®” (Organo Phosphorus), “ADION®”, “HAKUSAP®” (Pyrethroids), “ESMALK®DF”, “FLOBAC®DF” (BTs), “ORISTAR® A” (*Orius strigicollis*, Natural enemies), and “SUMILEX®”, “STARNER®” (Fungicides). The introduction of PLEO® FLOWABLE further expands the company’s strong line up of products in this field.

PLEO® FLOWABLE has the following superior characteristics;

1. The product has remarkably high efficacy against lepidopteran insects, such as diamondback moths, bollworms, armyworms, and thrips. These insects are hard to control and they can often cause serious damage to horticultural crops.
2. In recent years, Integrated Pest Management(IPM) has been attracting increasing attention from consumers at large as a means to reduce use of chemicals for cultivation. Recognizing this trend, Sumitomo has been focusing on the development of products for IPM use, including BTs and natural enemies. PLEO® FLOWABLE meets such requirements since not only does it have a high degree of safety for humans, animals and fish, but it is also confirmed to be considerably safe to natural enemies such as parasitic wasps, pirate bugs, lacewings, lady beetles, predatory mites, spiders, and pollinators such as honeybees and bumble bees. Its combined use with BTs and natural enemies that are already available on the market will enable growers to realize effective operation of IPM programs for horticulture.

By fully exploiting these characteristics, Sumitomo will endeavor to promote PLEO® FLOWABLE as a key product that will bolster the company’s business of insecticides for horticulture.

\*® is a trademark of Sumitomo Chemical Company, Ltd.(including its subsidiaries)