

May 13, 2013

Sumitomo Chemical Launches Paddy Rice Herbicide Propyrisulfuron in South Korea

Sumitomo Chemical has started selling a paddy rice herbicide propyrisulfuron in South Korea through its subsidiary Sumitomo Chemical Agro Seoul, Ltd.

Propyrisulfuron is a proprietary active ingredient developed by Sumitomo Chemical and is highly effective in controlling a wide variety of weeds, including barnyard grass as well as hard-to-control weeds such as water chestnut and arrowhead. This highly effective propyrisulfuron is mainly used in early to mid post one-shot herbicides (*1). Propyrisulfuron is available also for use in labor-saving formulation such as suspension concentrate formulation (*2) and jumbo formulation. (*3)

Sumitomo Chemical has been selling propyrisulfuron-containing early to mid post one-shot herbicides in Japan since 2011 under the names of ZETA-ONE® and MEGAZETA®, with their sales volumes increasing steadily. The Company's lineup of products has been further broadened with the launch of two new products in 2013. Outside Japan, Sumitomo Chemical's marketing drive in Asia has been enhanced with the recent commencement of selling propyrisulfuron in South Korea for use in early to mid post one-shot herbicides. In addition, the Company has applied for registration of propyrisulfuron in several other Asian countries, including Vietnam. The Company intends to actively promote developing its paddy rice herbicide business in the Asian markets by expanding sales areas for its line of products successively.

Notes

1. Early to mid post one-shot herbicides

Herbicides that are effective on a wide variety of weeds in the early or middle stages of growth. While conventional herbicides need to be used twice or three times during a given growing season, these herbicides enable a one-shot effective weed control.

2. Suspension concentrate formulation

A water-based liquid formulation with less water-soluble active ingredient suspended in water in the form of fine particles. It does not require the use of any application equipment and can be applied directly into flooded paddy fields by just shaking out.

3. Jumbo formulation

A tablet formulation that easily disperses and spreads out in paddy water. It does not

require the use of any application equipment and can be applied directly into flooded paddy fields by just throwing.

Company Profile

Name: Sumitomo Chemical Agro Seoul, Ltd.

Location: Seoul, South Korea

Establishment: June 2004

President: Tamotsu Sasayama

Capital: 900 million won (Sumitomo Chemical 100%)