



**A RELATIONSHIP
THAT YIELDS
BETTER RESULTS**

**GROWER FOCUSED CROP PROTECTION
SOLUTIONS THAT MAKE A DIFFERENCE**

SUPPORTING YOUR FARM BUSINESS

We understand this is a challenging time farming with Brexit, extreme weather episodes, and growing weed, pest and disease resistance to active ingredients.

Producing more food with fewer tools in the toolbox against a backdrop of changing regulations and standards is a concern for many British farmers.

You need support and confidence to continue with what you're good at – which is increasing plentiful supplies of safe food we can all enjoy.

We want to play our part in helping you and the industry move forward. It's vital that we have a thriving agricultural sector to ensure British farmers remain among the leaders of world food production.

To do that, we want to work with you collaboratively – providing you with reliable products, supporting you with after-sales support, listening to your feedback, and developing our portfolio to better suit your needs.

P. Savage

Paul Savage

Regional Head, Europe, Maghreb, and Middle East

We have been providing British farmers and independent agronomists with high-quality products with excellent formulations since 2010. Those who have bought and used our herbicides or fungicide over the last decade have confidence and trust in us to deliver the infield performance they need – and the competitiveness they require.

Our products are supported by our UK commercial and technical team and have the backing of a global organisation.

While the outlook maybe challenging, we're committed to the UK and providing cost-effective crop protection products, technical support, and new agronomic solutions that suit your business.



YOUR ROTAM TEAM

We have an experienced team with extensive knowledge of British and European agriculture offering you high-quality products and support.



James Bristow

Chief Executive Officer,
Rotam Global



Paul Savage

Regional Head, Europe,
Maghreb, and Middle East

Your lead contacts



Nigel Last

Commercial and Marketing
Manager, UK and Ireland



Dilwyn Harris

Crop Team and Customer
Support Manager, UK
and Ireland

WHY FARMERS TRUST ROTAM

Operating in the UK for the past 10 years, we have built a reputation for supplying British farmers and independent agronomists with cost-effective and reliable crop-protection products.

Our tebuconazole fungicide Toledo and range of compound sulfonylurea herbicides (SUs) have become mainstays on farms across the country – trusted to perform and help your business grow.



A GLOBAL BUSINESS

We take our experience from working with farmers in over 70 countries across the world and apply it to the UK market.



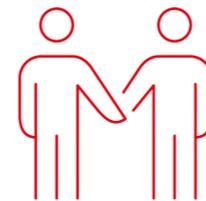
UK TRIALS

We run an extensive programme of UK-based development and user trials to help us to refine and develop our product range to better suit your needs.



EFFECTIVE PARTNERSHIPS

We work closely with distributors, independent crop consultants, buying groups and farmers to ensure our products are easy to source, easy to use, and fully supported by Rotam.



CUSTOMER SUPPORT

Our range of products are supported by our UK-based technical and customer support team, who can be contacted via our website, app, Twitter, or email.



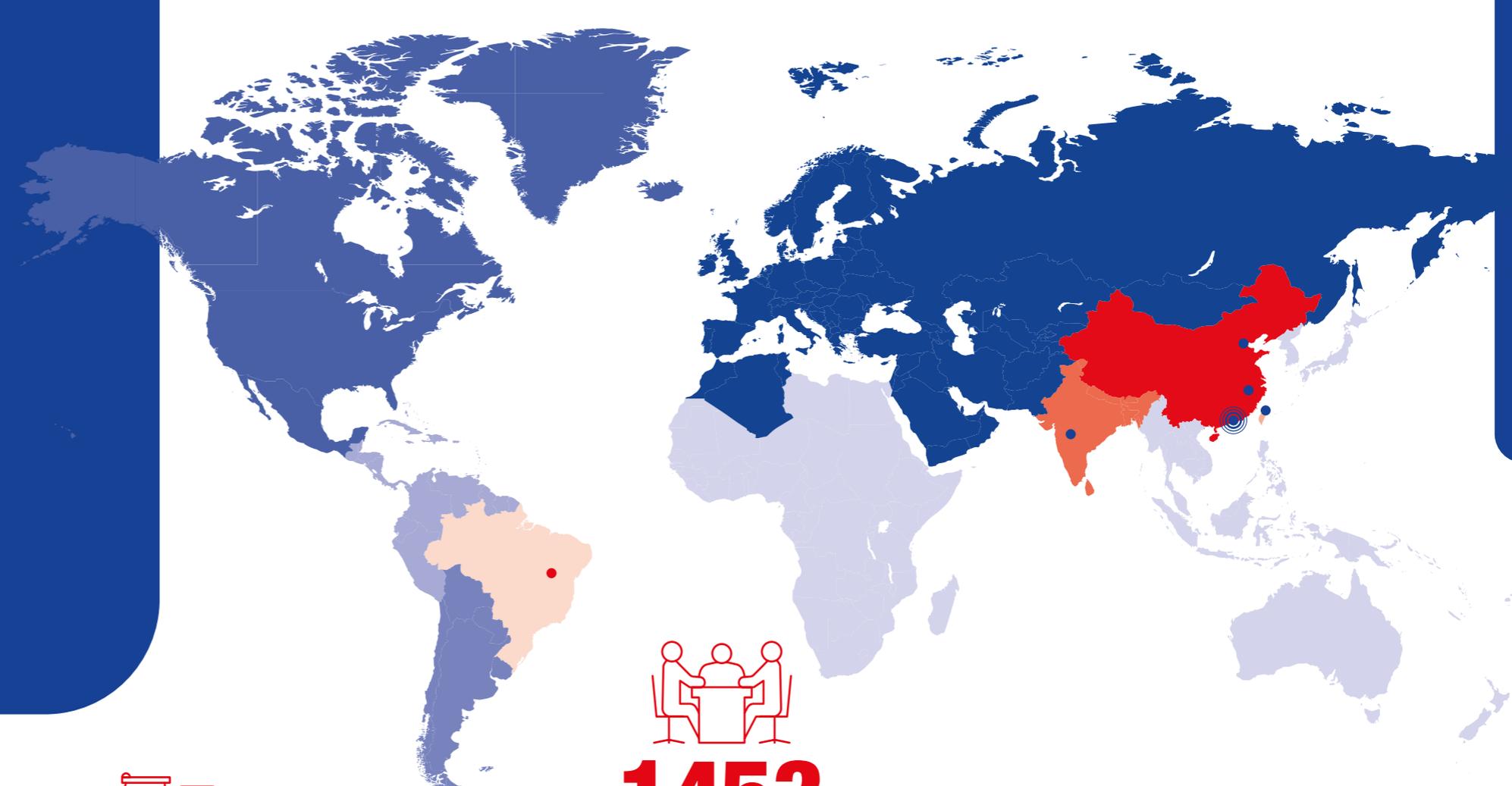
INVESTING IN DEVELOPMENT

We are a technology-based organisation with 200 research scientists and crop-protection operations across the world.

Never standing still, it's our mission to support our customers by constantly investing 10% of our annual global turnover into research and development so we can offer improved formulations and develop new products.

With a wealth of global resources and the ability to tap into innovative and advanced technology, we can give UK farmers high-quality, crop-protection solutions suited perfectly to the needs on their farms.

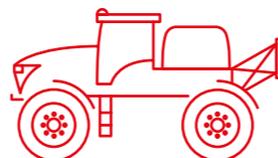
INVESTING IN DEVELOPMENT



1740
REGISTRATIONS
GAINED GLOBALLY



A WORLDWIDE PRESENCE
WITH DIRECT OPERATIONS
AND CUSTOMERS IN
75 MARKETS



SERVICING
CORPORATE AND LOCAL
FARMERS, NATIONAL AND
LOCAL DISTRIBUTORS



1453
TOTAL WORKFORCE

505
SALES AND
MARKETING

200
R&D AND FIELD
TECHNICAL

OUR GLOBAL STRUCTURE

- Rotam Headquarters
- Manufacturing Sites
- Field Station
- Brazil
- China
- Emerging Areas
- Europe, Mediterranean & Middle East
- India
- Latin America North
- Latin America South
- NAFTA
- Taiwan

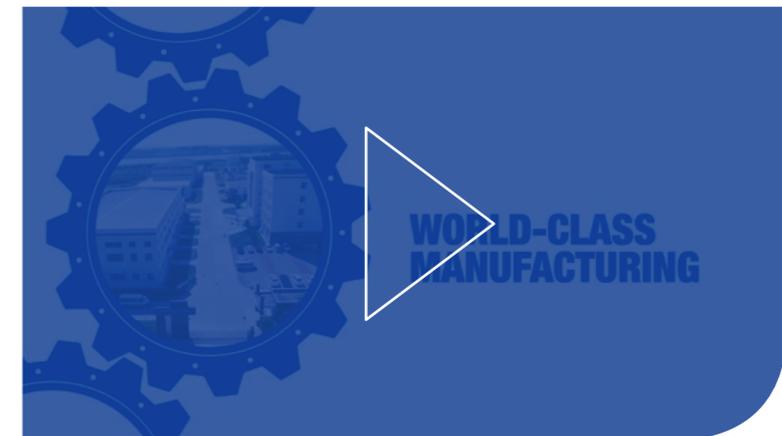
THE HIGHEST STANDARDS

OUR MANUFACTURING FACILITIES OPERATE TO THE HIGHEST MANAGEMENT, ENVIRONMENTAL, AND HEALTH AND SAFETY STANDARDS.

Among the most up-to-date in the world, we pride ourselves on efficient and consistent production of high-quality SUs and pesticides.

All of our products are monitored throughout the manufacturing process and rigorously tested so you can be assured of their integrity

Watch our manufacturing video:



rotamuk.com/manufacturing

GROWING YOUR BUSINESS

ALL OF OUR CROP PROTECTION PRODUCTS HAVE BEEN DEVELOPED WITH A FOCUS ON GROWING YOUR FARM BUSINESS AND PROTECTING ITS LONG-TERM VIABILITY.

Our herbicide and fungicide products have been developed with the highest standards of quality to guarantee you both performance and safety.

Visit rotamuk.com or download our app to get more detailed information regarding our product range.

CEREAL HERBICIDES

Boudha, Ergon, Savvy Premium, Hiatus and Golding.

MAIZE HERBICIDES

Daneva, Kaltor, Kingsley, Oceal, Primero and Templier.

FUNGICIDE

Toledo.



Our herbicides give you weed control across the year – from autumn pre-emergence to spring broad-leaved weed control.

Complete formulations, every grain of our herbicides have the correct percentage of active ingredients ensuring you get consistent results.

Each with their own characteristics, our herbicides control a range of broad-leaved weeds and annual grasses.

APPROVED FOR USE ON:



PRODUCT	ACTIVE INGREDIENTS	WHEAT	BARLEY	RYE	OATS	TRITICALE
BOUDHA	Metsulfuron-methyl and Tribenuron-methyl	✓	✓	✓	✓	✓
ERGON	Metsulfuron-methyl and Thifensulfuron-methyl	✓	✓	✓	✓	✓
SAVVY PREMIUM	Metsulfuron-methyl	✓	✓		✓	✓
HIATUS	Thifensulfuron-methyl and Tribenuron-methyl	✓	✓	✓		✓
GOLDING	Flufenacet and Diflufenican	✓	✓			

Our range of herbicides for maize control annual grass and broad-leaved weeds in crops grown for grain and forage.

Alongside Rotam quality ‘standard’ formulations, we have been able to apply our SU formulation experience to produce granular formulations of nicosulfuron and dicamba; low volume, easy to handle alternatives.

Dicamba is a very useful addition to herbicide programmes, particularly following the loss of bromoxynil.

PRODUCT	ACTIVE INGREDIENTS
DANEVA	Mesotrione
PRIMERO	Nicosulfuron
TEMPLIER	Nicosulfuron
KALTOR	Dicamba and Nicosulfuron
KINGSLEY	Dicamba and Nicosulfuron
OCEAL	Dicamba



Toledo is a powerful and flexible tebuconazole-based fungicide – well-respected by agronomists and farmers.

It can be relied on to reduce rust pressure, lower levels of septoria, and is a cost-effective solution for late-season control of fusarium.



TOLEDO

Contains:
Tebuconazole.

Approved for use on:
Winter and spring crops.

COMING SOON.

We’re constantly developing new agronomic solutions and have two new fungicide products in the pipeline – one registered and set to be available in spring 2021 and another new formulation scheduled for release in 2023.

CONSISTENT, COST-EFFECTIVE PERFORMANCE

**PROTECT DOSAGE MAKES MEASUREMENT
AND APPLICATION OF OUR SU PRODUCTS SAFER
AND EASIER – AND SIGNIFICANTLY REDUCES
THE CHANCE OF POINT SOURCE CONTAMINATION.**

The innovative packaging system has been well-received by farmers, spray operators and independent crop consultants across the UK who have praised its ease of use.

Protect Dosage features a unique button design that works hand-in-hand with our screw-top measuring device, allowing you to avoid direct contact with the product during measurement and application.

It's consistent, cost-effective performance every time.



@Rotam_UK The open and close slide is a great device to slow chemical transfer as you get close to the desired measure.

It certainly is the best measuring device.

ALISTAIR BASELEY



PROTECT DOSAGE

INSPIRED BY CUSTOMERS

YOU'RE AT THE HEART OF EVERYTHING WE DO.

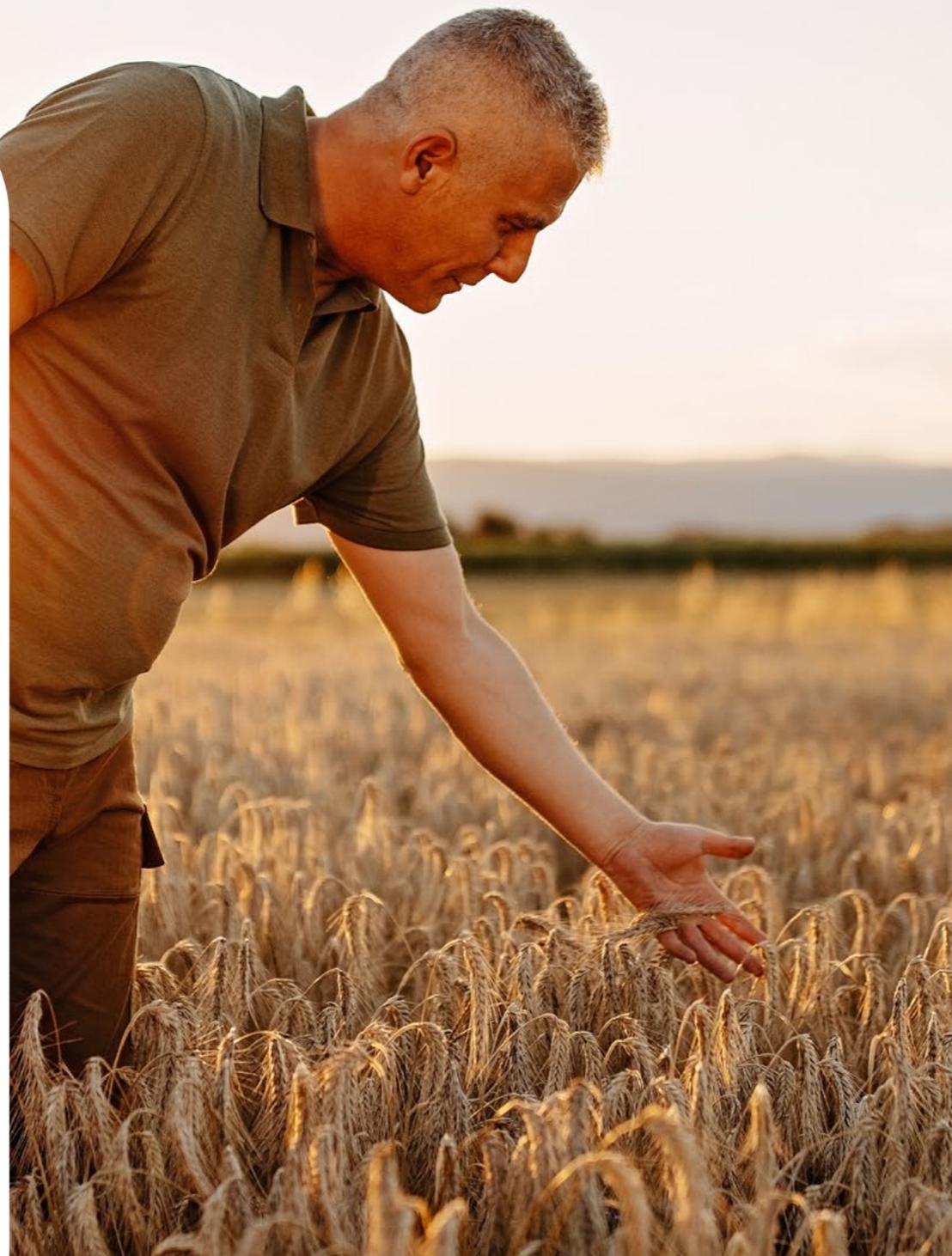
While our products evolve with advancements in technology, we pride ourselves on listening to agronomists, farmers, and spray operators across the country in order to ensure our products suit your needs.

Following on-farm conversations and social media feedback we have made changes to our SU herbicide labelling to ensure they are easier to distinguish from each other.

Boudha, Ergon, Hiatus and Savvy Premium are available in similar sized packs with the same actives in different combinations. While they all have individual logos, we have introduced stripes on each product's packaging to make it easier to differentiate them from each other.

The change recognises and mitigates the small risk of someone accidentally using a mix of the products – demonstrating our commitment to creating products and packaging that make life on your farm easier.

This revised packaging will start to enter the supply chain in Spring 2021.



MANY THANKS TO @ROTAM_UK FOR LISTENING TO @NFUTWEETS AND @ALASTAIRBASELEY WHEN WE SUGGESTED THEY CHANGE THEIR LABELLING ON SU HERBICIDES TO AVOID MIX UPS. THEY HAVE INTRODUCED STRIPES ON EACH PRODUCT'S PACKAGING TO MAKE IT EASIER TO DIFFERENTIATE THEM FROM EACH OTHER.

EMMA HAMER, NFU County Adviser for Worcestershire and beef and arable farmer in North Oxfordshire.



REVISED HIATUS LABEL



REVISED SAVVY PREMIUM LABEL

COMING SOON

FOLLOW US ON TWITTER FOR THE LATEST NEWS



GET IN-FIELD SUPPORT AT THE TOUCH OF A BUTTON

GET PERSONALISED INSIGHT INTO THE MOST SUITABLE PRODUCT CHOICES FOR YOUR CROPS WITH OUR NEW SMARTPHONE APP.

Get insight regarding the most suitable product choices, personalised for you, with our new smartphone app.

Its query-based search system enables you to find the most effective herbicide solution tailored to the problem weeds present in your crops.

The app also offers insight and information on all products including labels, application rates, other key information and advice on best use.

All information within the app, once downloaded, is accessible without phone signal and carries information on all of our products.

HOW IT WORKS:

STEP 1



Select your product type.

STEP 2



Select crop type that you want to treat.

STEP 3



Tell us about the problems you need to combat.

STEP 4



View the filtered range of suitable products.

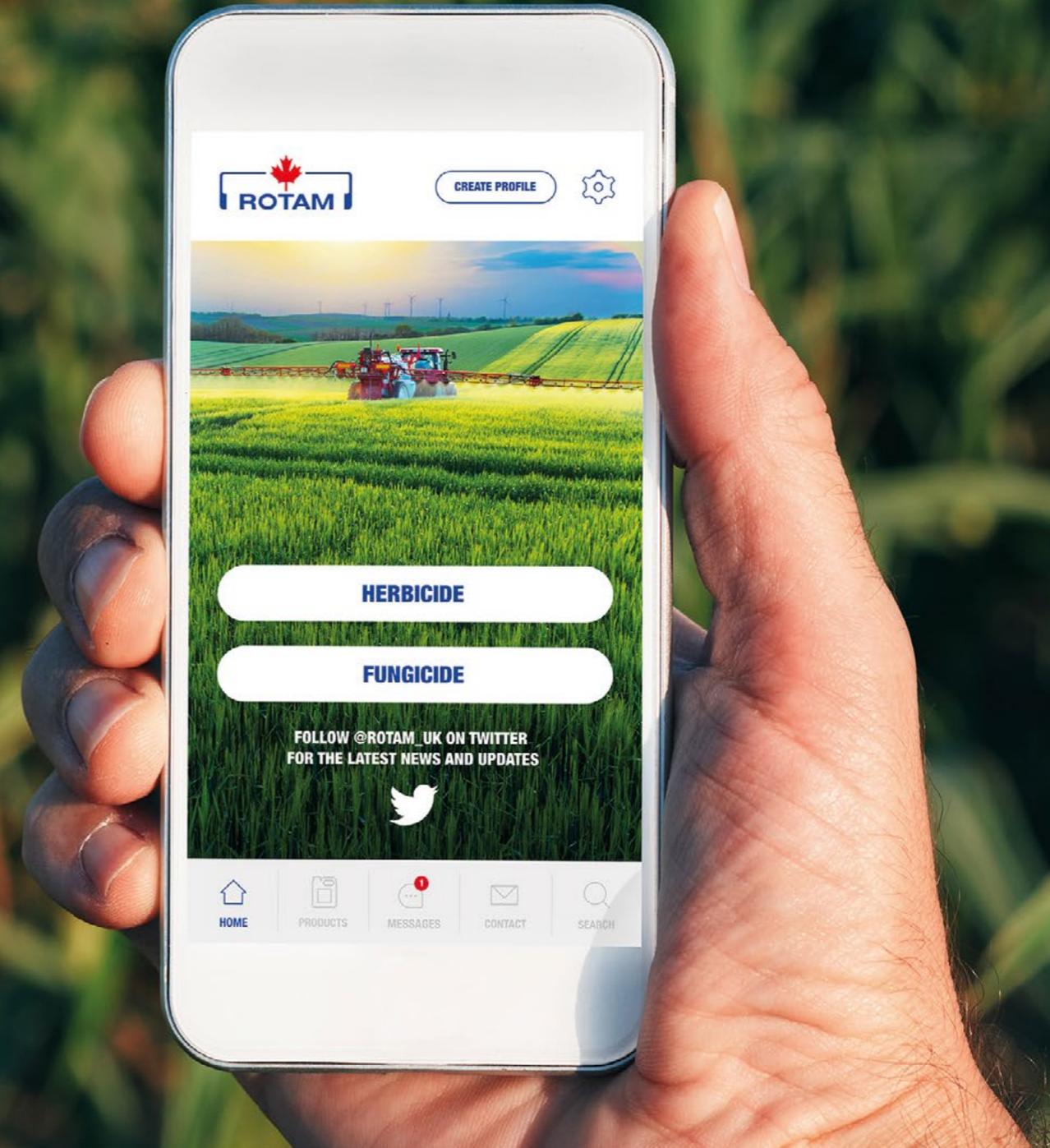
STEP 5



Get detailed product information.

USE THE APP TO FIND OUT:

- Which Rotam SU herbicides can I use on my winter rye?
- Which Rotam herbicide is best for the control of Bur Chervil?
- What is the application rate for Kaltor?
- Which diseases will Toledo control in my oat crop?
- Which other ALS products can I use in joint applications with Ergon?



UPDATED ROTAM APP



**CONTACT
YOUR UK-BASED
TEAM TODAY**



www.rotamuk.com



Nigel Last

Commercial and Marketing
Manager, UK and Ireland

07585 128813
nlast@rotam.com

Nigel has a wealth of experience in agriculture and arable inputs in particular.

After earning a post-graduate diploma in crop protection from Harper Adams, Nigel began his career at a large national distributor and moved through various commercial and purchasing roles over a 20-year career.

He then joined one of the country's leading agricultural purchasing groups in 2008, taking responsibility for the sales of agrochemicals, seed, and fertiliser. Six years later he became a member of the head office commercial team at a national agronomy and crop protection business.



Dilwyn Harris

Crop Team and Customer
Support Manager, UK
and Ireland

07795 026056
dharris@rotam.com

Dilwyn has over 25 years' experience in plant protection product research, including 23 years at Dow AgroSciences.

In his time at Dow AgroSciences he held a number of roles including field research and principal biologist in the UK, leading technical development and support for its cereal herbicide and insecticide portfolios.

Dilwyn is applying his knowledge to develop new product solutions for cereal and broad acre crops to provide technically robust, high quality products that Rotam is renowned for.

Further experience in product registration for the UK makes Dilwyn ideally experienced to support UK and Ireland customers today and in the future.