

BASF

We create chemistry

--- DSR QUICK FACTS ---

The 2025 EOP facts you need to know to help your customers start their season strong

FOUNDATION



BASF 2025 EARLY ORDER PROGRAM HIGHLIGHTS

THEIR FOUNDATION STARTS WITH YOU

This year we've added a powerful new fairway disease MVP to our golf portfolio, Aramax™ Intrinsic® brand fungicide. In addition to an exciting new product, we are bringing back the same industry-leading rebates and customization options built around innovative BASF chemistries across golf and lawn care. We take pride in being more than just a manufacturer, and with your partnership we can help elevate customer programs from top to bottom.



SAVE BIG — UP TO 33%

- Golf customers can earn up to a 33% rebate on fungicides (Aramax Intrinsic brand fungicide purchases only)
- Eagle level golf customers automatically earn a 12% rebate on Across-the-Course solutions
- LCOs can earn up to a 24% rebate on agency fungicides and a 12% rebate on other solutions



AN EASY \$3K ENTRY LEVEL

- \$3k in either golf or lawn care programs gets you in the game for 8% rebate for one fungicide brand
- Designed for new customers who want to try a BASF brand for the first time

SAVE
6%
or
9%

THE ARAMAX KICKER

- Earn 6% or 9% in additional DYOP (Design-Your-Own Program) fungicide rebates when adding select amounts of Aramax Intrinsic brand fungicide
- Buy 2.5 - 5 gal and earn a 6% rebate and buy 7.5+ gal and earn a 9% rebate
- These rebates apply to Aramax Intrinsic brand fungicide purchases only



Aramax Intrinsic brand fungicide is a big deal. This powerful rotational partner gives customers an innovative fairway disease solution that can defend against 26 of the toughest turf diseases including snow mold, large patch, brown patch, and dollar spot. Those who add it to their plans will enjoy big rebates and impressive results.

All of this information and more is available for your customers inside the BASF 2025 EOP brochures and at betterturf.basf.us/ EOP and betterturf.basf.us/lawn-care/EOP.

Always read and follow label directions.

Aramax is a trademark and Intrinsic is a registered trademark of BASF. © 2024 BASF Corporation. All rights reserved. PSS 24-30-125_EOP