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For Immediate Release
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NEW Iron-based Lawn Weed Killer

Neudorff launches NEW Bio-rational Lawn Weed Killer

Neudorff has been blending science and nature since before “natural” and “organic” became household words. Developing new formulations that have the most impact on the pest with the least impact on the environment has been their mission for more than 50 years. With this foundation and their continued commitment to an internal research and development team, Neudorff can meet consumer demands quickly. Their introduction for 2010 has done just that for consumers. It is now available in stores. It’s not only bio-rational, independent studies are showing that it has performance advantages over traditional lawn weed killers.

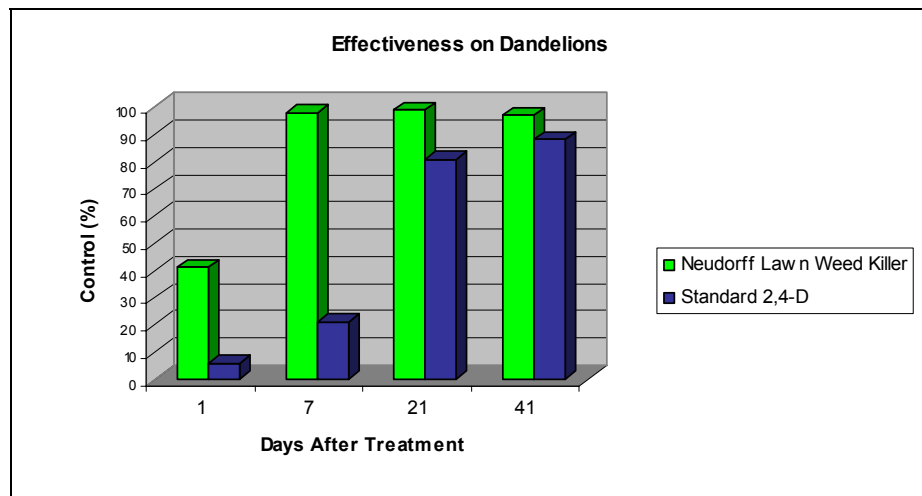
The new iron-based select herbicide was not an easy “mix & launch” product. It took Neudorff over 10 years to perfect the formulation for this lawn weed killer. With Dr. George Puritch, pioneer of organic pest controls, at the helm of the research team, they first began developing this product in 1999 by screening a variety of iron compounds to see which worked the best to kill the weed and not the lawn. They arrived at the active ingredient Iron HEDTA. Several hundred trial studies later, the formulation was perfected and ready for market.

“I was once told that “a bio-rational selective weed killer is the holy grail for natural gardening.” We’re glad to be able to deliver such a product”.

- Cameron Wilson, Neudorff, Vice President of North American Operations

What can consumers expect from this product? A really fast knock down of the weed, much faster than 2,4-D and other herbicides. The affect on the treated weed will be visible within hours. Plus, it works in cool temperatures down to 45°F. People and pets can enter the treated area when the product is dry. It also can be used to kill moss and algae in lawns. The list of weeds that it is effective on is extensive and includes tough to control ones like dandelion, English daisy, white clover, Canadian thistle, common chickweed, creeping buttercup, broadleaf plantain, narrow-leaved plantain, dovefoot geranium and many more.

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The research team knew going into the project that iron had some impact on weeds and less impact on lawns. Even more exciting was the possibility of using an active ingredient for weed control in lawns that is designated as “less toxic” by the EPA. Incorporating bio-rational actives has allowed Neudorff to come up with other well-known pest controls. They are responsible for the development of Iron Phosphate Slug & Snail baits that can be used around pets and wildlife (commonly known as Sluggo.) Another familiar formulation that is readily available on the shelves of garden centers is an insecticide containing botanical pyrethrin and canola oil. With this you get the quick knock down of adults and smothering properties of horticulture oil all in one.

For 2011, this new iron-based weed killer for lawns will be distributed under the brands Ortho Elementals and Whitney Farms. Look for the Lawn Weed Killer at Home Depot, Walmart, hardware stores and independent garden centers.

Although Neudorff remains secretive about research projects that are in the pipeline, they have hinted about a line of natural indoor ant control products. Specific products and a distribution partner have not yet been announced.

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