

Syngenta® launches next-gen insecticides

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Syngenta Crop Protection strengthens its portfolio of solutions to boost large-scale production in the field with the launch of two insecticides, **VERDAVISÂ®** and **SPONTAÂ®**. These are the first solutions of a revolutionary family of products developed from the **PLINAZOLINÂ® Technology** molecule, an unprecedented chemical group with a new mode of action and which arrives to transform the management of difficult-to-control pests in the country, reinforcing innovation, performance and flexibility of technology.

Already registered for large crops such as soybeans and corn, **VERDAVISÂ®** presents itself as an acaricidal insecticide, composed of two highly effective actives, **PLINAZOLINÂ®** and Lambda Cyhalothrin, and has multiple characteristics that, in synergy, provide more shock, more spectrum of action and more control days. The product inaugurates a new shock concept, as in addition to the traditional knock-down effect (pest drop), it immediately paralyzes the pest feeding process. Its composition materializes in an extraordinary intrinsic ability to control a wide spectrum of pests, even the most resistant and difficult to control. In addition to having characteristics of high persistence, high selectivity for crops, low degradation by UV rays and is practically not washed off by rain.

According to Marcos Queiros, Manager of Innovations in Insecticides at Syngenta, the product arrives at a crucial time for the control of pests in soybean and corn crops. "The intensification of the soy and off-season corn cultivation system has brought important implications for current technologies, due to the increase in pressure and the number of pests in the crop. **VERDAVISÂ®** arrives to transform this dynamic, with a new product concept for the control of the main soy and corn pests, a performance never seen before. It is an insecticide capable of controlling all stages of the pests (eggs, nymphs and adults) breaking the cycle and that is why we reinforce that this innovation enables unprecedented control.

In soy, the product inaugurates a new concept, 'Percevejo Marrom Mais', which endorses its excellence in control against the entire complex of bedbugs (including green bellies) in addition to its high effectiveness in combating mites, caterpillars and thrips. In corn, VERDAVISÁ® brings the concept 'Scigarette More', due to its extremely high efficiency in the control of leafhoppers, more bedbugs and caterpillars due to its wide spectrum of action", says Marcos.