

News Release



Alpine WSG Water Soluble Granule Insecticide by BASF Receives California Registration

RESEARCH TRIANGLE PARK, N.C., April 29, 2015, 2015 — **Alpine® WSG** Water Soluble Granule Insecticide from BASF has been approved for use in California. Pest management professionals (PMPs) operating in the state can now use the insecticide to control a variety of pests, including ants, bed bugs, German cockroaches, fleas and house flies.

Alpine WSG insecticide has a flexible label that allows for its application in almost any outdoor or indoor setting, including food-handling areas. The label permits many outdoor applications beyond the more restrictive pyrethroid product uses.

"PMPs in California now have access to a highly effective, non-repellant insecticide" said Brian Mann, Marketing Manager at BASF.

Alpine WSG insecticide features genuine Transfer Effect™ technology found in **Termidor®** termiticide formulations. The technology is transferred from ants that have come in contact with it to the larger colony population. This helps ensure the insecticide reaches all the ants directly or indirectly to provide exceptional control.

Alpine WSG insecticide is available in a 200 gram container.

For more information about BASF pest-related products and services, visit www.pestcontrol.basf.us or contact your BASF Sales Specialist.

An **Alpine WSG** Water Soluble Granule Insecticide application can only be performed by a licensed pest control professional.

Transfer Effect is a trademarks of BASF. Alpine and Termidor are registered trademarks of BASF.

About BASF's Crop Protection division

With sales of more than €5.4 billion in 2014, BASF's Crop Protection division provides innovative solutions in crop protection, seed treatment and biological control as well as innovations to manage nutrients and plant stress. Its portfolio also includes products for turf and ornamental plants, pest control and public health. BASF Crop Protection is a leading innovator that partners with growers to protect and enhance crop yields, enabling them to produce high quality food more efficiently. By delivering new technologies and know-how, BASF Crop Protection supports growers to make a better life for themselves, their families and communities. Further information can be found on the web at www.agro.basf.com or on our social media channels.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 17,000 employees in North

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America, and had sales of \$20.6 billion in 2014. For more information about BASF's North American operations, visit www.basf.us.

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of over €74 billion in 2014 and around 113,000 employees as of the end of the year. Further information on BASF is available on the Internet at www.basf.com.

Always read and follow label directions.

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